

# SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE  
SOUTHERN AND  
SOUTHWESTERN STATES

## PASS IT ON!

OWNER ☐  
GEN. MGR. ☐  
SERV. MGR. ☐  
PARTS MGR. ☐  
FOREMAN ☐  
SHOP ☐

July, 1953

# EXTRA MILES

## of power-packed performance!

...with Perfect Circle 2 in 1 chrome piston rings

**Assure your customers** thousands of extra miles of top engine performance, by installing Perfect Circle's 2-in-1 Chrome Piston Ring Set in every car, truck or tractor!

**The 2-in-1 Set** is as new as power steering...will seal compression, control oil for over twice as long as old style piston rings. And 2-in-1 requires no tedious break-in period...normal engine operation is recommended im-

mediately after installation! And it is the only set that offers a choice of spring pressures with each oil ring, for positive oil control even in badly worn cylinders.

**No doubt about it**...every 2-in-1 set you install is an investment in customer satisfaction! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario.



Cylinders, pistons and rings assured double life because solid chrome resists wear over entire area of ring travel.

# Perfect Circle

PISTON RINGS

THE STANDARD OF COMPARISON

**There is no substitute for the  
right combination of linings**

***Raybestos* PG Sets offer you**

Raybestos PG Brake Lining Sets are factory packaged in the right combinations for your use and are backed by exhaustive Proving Ground tests. Seven different processes are used to give every make and model of car safer, surer stops and longer lining life. Hard-hitting ads in leading consumer publications have been preselling car owners on Raybestos quality for 38 years. Use the Raybestos Brake Certificate to bring in the business.



**LINED BRAKE SHOES or BOXED SETS**  
in the correct brake lining combinations for every make and model of car. Bonded or riveted. Every piece branded for your protection.

**CONSISTENTLY ADVERTISED IN THE  
POST and Farm Journal**

**DON'T BUY INFERIOR BRAKE LINING. IT'S DANGEROUS!**

Reline with  
***Raybestos* PG SETS**  
AMERICA'S BIGGEST SELLING BRAKE LINING



**RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., Bridgeport, Conn.**  
RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Hose • Industrial Rubber Products  
Rubber Covered Equipment • Asbestos Textiles • Teflon Products • Packings • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

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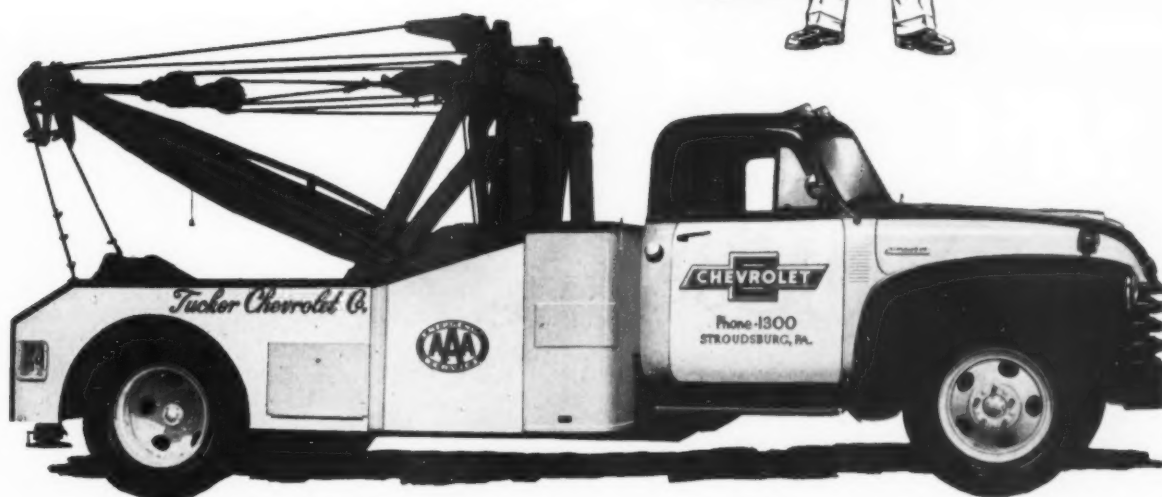
**Volume 33**

**Number 7**



**"Big Profit JOBS  
Don't DRIVE-IN...  
They're TOWED-IN"**

By SHOPS with a NEW  
**HOLMES  
WRECKER**



### **HOLMES Model 650**

Especially desirable for Heavy Duty work,  
yet can be used economically on lighter  
jobs. Boom capacity 10 tons.  
Pulling capacity 20 tons.

**HOLMES**  
*Wrecker Equipment*

**T**HE ONLY sure way to cash-in on today's most profitable service work is to be equipped and ready to go after the business with a new Holmes Wrecker. The operation of a road unit, such as shown above, will enable your shop to extend its service facilities miles out on the highway, where wrecked cars and trucks are waiting to be towed-in for service. The handling of these jobs RESULTS in large towing fees, big repair jobs, and usually a substantial amount of service work that makes both labor and equipment more productive. Why not plan now to get *your share* of the BIG PROFIT JOBS by putting on a new Holmes Wrecker? See your jobber for model specifications and prices, or write to factory direct.

**ERNEST HOLMES COMPANY**  
CHATTANOOGA                      TENNESSEE

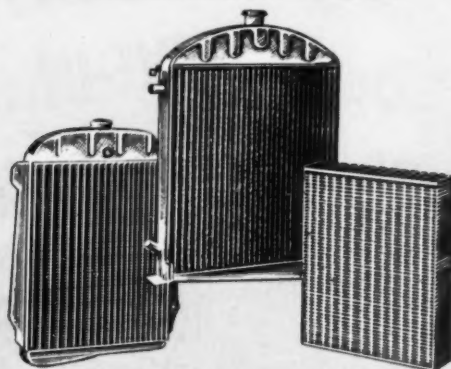
## GASKETS

PASSENGER CARS—TRUCKS



## RADIATORS-CORES

PASSENGER CARS—TRUCKS

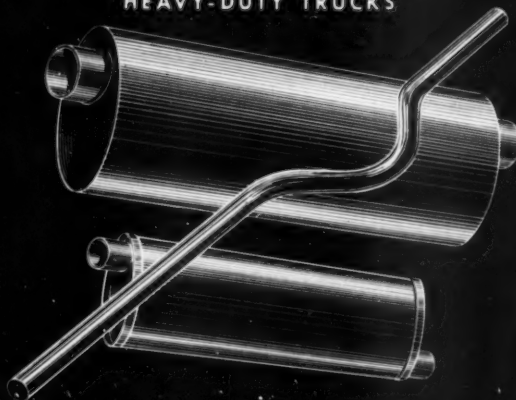


# McCORD PRODUCTS

DESIGNED and ENGINEERED  
to SERVE BETTER  
and LAST LONGER

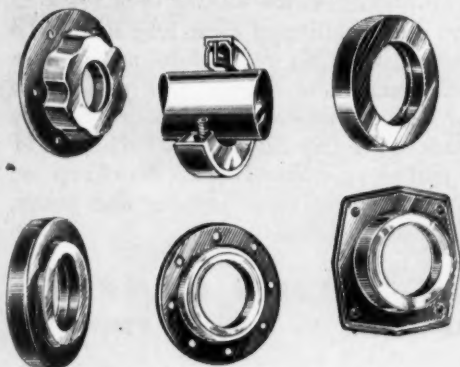
## MUFFLERS=PIPES

PASSENGER CARS—TRUCKS  
HEAVY-DUTY TRUCKS



## OIL SEALS

PASSENGER CARS—TRUCKS



**McCORD INDIVIDUAL ENGINEERING  
SAFEGUARDS YOUR LABOR AND  
INSURES SATISFIED CUSTOMERS**

"You Can Depend on McCord Products, Most Servicemen Do," is more than a slogan. It is assurance that any product bearing the McCord name will deliver equal or better service than the part replaced. That's why McCord gaskets, oil seals, mufflers, pipes, radiators and cores are preferred and specified by mechanics throughout the world.

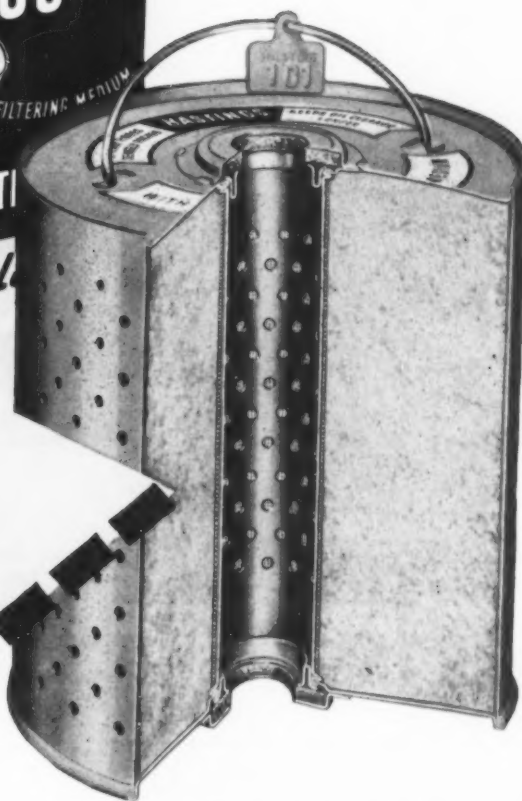
**McCORD CORPORATION**

Detroit 11, Michigan



# Only HASTINGS gives you DENSITE\*

\* Amazing new oil filter development  
keeps oil cleaner  
for a longer time!



Here, at last, is an *efficient* filter cartridge, pressure packed with *Densite*—a material never before used in oil filtration!

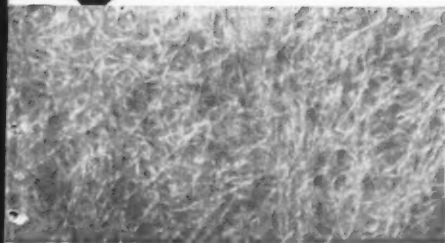
*Densite* is made from springy, lively fibres, inter-locked in every direction, and distributed uniformly throughout. *Densite* absorbs dirt through its entire depth, remains efficient until every fibre is coated.

This cartridge has passed rigid tests—including those supervised by Pittsburgh Testing Laboratory. Millions of miles of field operation have proved it filters oil faster, better, longer. Sales records prove car-owners buy it, like it, buy again.

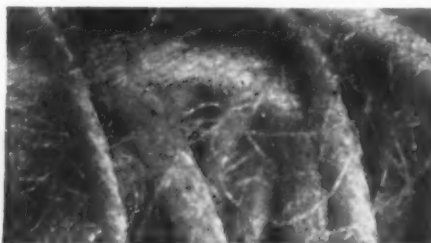
Start selling this new Hastings cartridge now—for your biggest oil filter profits! Write for illustrated catalog—showing complete coverage for all popular automotive filters.

OIL FILTER DIVISION • HASTINGS MANUFACTURING CO. • HASTINGS, MICHIGAN

Oil Filters, Piston Rings, Spark Plugs, Casite, Drout



**Densite Filtering Materials\***—Note the extreme density of the fibres, the microscopically tiny openings through which oil must travel, the tremendous surface area of fibres to which dirt adheres.



**Cotton Waste Type Medium\***—Note the comparatively large spaces through which oil and dirt may pass. Compare the number of separate fibres and the area of fibre surfaces.



**Paper Pack\***—Note the "spotty" construction, heavy in certain areas, sparse in others. Paper is only a few thousands of an inch thick. Light spots indicate voids through which dirt particles may pass.

\*Each of the three photomicrographs above is enlarged 25 diameters



Use it in the dark, in noisy locations, in "blind" spots, in oil, with heavy-gloved hands — or even with feet! The automatic release reflex action tells you "when" without looking or listening—prevents over- or under-torquing.

# Fastest Torquer in the World!!

... the Amazing New **PROTO**  
Torque-Limiting Wrench with  
Automatic Release!

*Remember!*  
**PROTO** means  
**PRO**fessional  
**TOOL**s

**AUTOMATIC  
TORQUE-LIMITING  
RELEASE—NO  
DIALS, POINTERS  
OR SOUND  
INDICATORS**

**BUILT-IN  
RATCHET HEAD—  
ALSO PLAIN  
HEAD**

**REVERSING  
LEVER**

**SQUARE DRIVE**

## SIX MODELS

3-75 and 10-150 Ft.-Lb. Capacities Cover Majority of Requirements— $\frac{1}{2}$ " or  $\frac{3}{4}$ " Square Drive—Ratchet or Plain Head.

**ACCURATE  
MICROMETER-TYPE  
ADJUSTMENT**

**LOCK**

**KNURLED  
HANDLE**

**ENCLOSED  
PRECISION  
SPRING**

**ALL-STEEL TROUBLE-FREE  
CONSTRUCTION**

**COMPACT—  
STREAMLINED—  
NO PROJECTING  
SCALES OR  
OTHER  
GADGETS**

Vastly superior to old-fashioned indicating types, the new **PROTO** torque-limiting wrench offers many advantages: • **SUPER-FAST**—Pull to final torque without hesitation. • **ACCURATE**—Eliminates human errors that occur with indicating types. Remains accurate permanently. • **BETTER WORK**—Uniform torquing prevents rejects and complaints. • **EASY TO USE**—Absence of clumsy accessories reduces weight. • **VERSATILE**—Performs anywhere. Ratchet-head models do the work of two tools. • **RUGGED**—Durable, trouble-free construction. *Guaranteed.* • **INEXPENSIVE**—Lowest-priced precision torque-limiting wrench. See and buy this great new torquer at your nearest **PROTO** dealer. Send for free folder (enclose 10¢ for 68-page catalog of the complete **PROTO** line) to

**PLUMB TOOL COMPANY**

2214X Santa Fe Ave., Los Angeles 54, Calif.

# PROTO TOOLS

REG. U.S. PAT. OFF.  
MADE IN U.S.A.

**LOS ANGELES**

**PROTO** means  
**PRO**fessional  
**TOOL**s



Cash in on this proven profit maker

# MONROE'S 30-DAY FREE-RIDE PLAN!

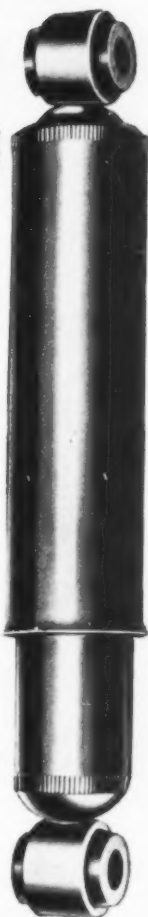
## MONRO-MATIC

### SHOCK ABSORBERS

- Thirty-day guarantee of customer satisfaction
- Monroe-Matics—the sales leader that makes cars ride better than new
- Small stock serves 95 per cent of all cars
- Installation in as little as 10 minutes per shock

2 out of 5  
need  
Shock  
Absorbers

Shock Absorbers must be replaced on modern cars. Soft, whippy springs require "shocks" to give smooth, safe ride. Many states now require regular "shock" inspection for safety. Now 24,000,000 cars equipped with direct-action shock absorbers. Millions more need Monroe easy-to-install "Conversion" Sets. Actual tests show you can sell 2 out of every 5 customers.



The new Monroe 30-Day Free Ride Plan provides the greatest profit opportunity ever offered the industry. Guarantee makes sales easy for every car that needs shocks replaced—two out of every five cars you service.

The sensational new Monro-Matic shock absorber gives you a "leader" that makes cars ride better than new. Gives automatic adjustment for all loads and roads. Lets you sell complete sets for more than \$10.00 profit. Dealers now using this plan are selling up to 3 and 4 sets a week. Get started with this money-making plan now. See your jobber or write today.

Order this display, today! Package holds balanced set of 4 shocks to fit practically every owner's car.



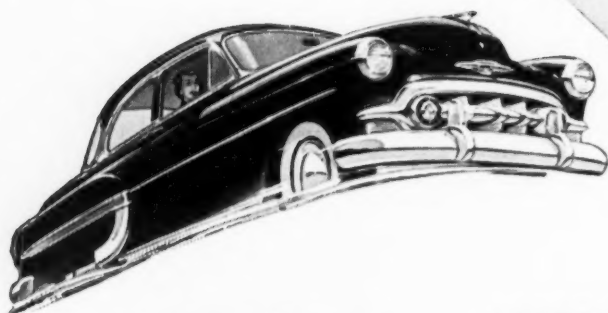
**MONROE AUTO EQUIPMENT CO.**

Monroe, Mich. — World's Largest Maker of Ride Control Products



Chevrolet  
dealers have  
**everything**  
for even greater  
leadership,

including  
the most powerful  
car in the  
low-price  
field.



now more than ever... *AMERICA'S LEADING FRANCHISE*



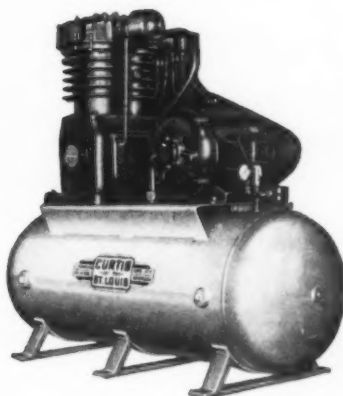
CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICH. *AMERICA'S LEADING DEALERS*

# Curtis

AUTOMOTIVE SERVICE EQUIPMENT

## MAKES YOUR WORK EASIER...

### Backed by 99 years of "Know How"

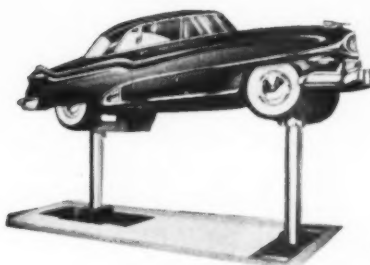


#### Tank Mounted Air Compressors

1/4 H.P. to 15 H.P.

- Up to 78 cubic feet per minute
- Either single stage or two stage
- Timken bearings • Self oiling
- Precision built • Designed for accessibility
- A.S.M.E. tank for 200 pounds
- Automatic start and stop or for continuous operation

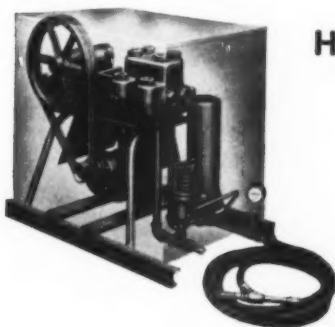
Also base mounted up to 300 cubic feet



#### Full Hydraulic Two-Post Shop Lift

- No long deep pit needed—saves on installation cost
- 60" wheel base; handles all cars
- 72" plunger travel • Plenty head and elbow room
- Deep front yoke for maximum accessibility
- Flush with floor when in lowered position

Also Single-Post rotating lifts and Two-Post truck and bus lifts



#### High Pressure Hydraulic Car Washer

- 300 lb. pressure
- Self-oiling pump • Designed for accessibility
- Brass-lined cylinders
- Quiet in operation
- Precision built

Call your CURTIS Jobber... or mail  
this coupon for information:

#### CURTIS PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company (Since 1854)  
1938 Kienlen Avenue • St. Louis 20, Missouri

#### CURTIS PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company  
1938 Kienlen Avenue, St. Louis 20, Missouri

I am interested in items checked:

- ☐ AIR COMPRESSORS   ☐ AUTO LIFTS (Single-Post)   ☐ Two-Post  
☐ POWER CAR WASHERS

Name.....

Firm.....

Street.....

City..... Zone..... State.....

# RIDE THE

# MUSTANG TO BIGGER PROFITS



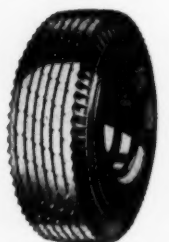
Mustang Cushion



Mustang Master



Mustang Standard Cushion



Mustang Standard



Mustang Mud-Snow N.D.



Mustang Miller



Mustang Express



Mustang Highway Logger

When you ride the LAHER MUSTANG, as a franchised tire dealer, YOU ALONE are in the saddle. You develop your business and run your business as you think best. We can assist you in many ways—we will not direct you. You never have the tiger on your back.

You are an INDEPENDENT merchant, building your own business for yourself. We respect your independence, and want to keep it that way. You are the ONE and ONLY MUSTANG DEALER in your own PROTECTED TERRITORY. We do not place you in sharp competition with national chain stores or mail order houses.

The benefits to be derived from the money you invest in advertising and sales promotion accrue to you alone. They are not shared by company owned stores selling identical tires in competition with you. When you ride the LAHER MUSTANG—you are really ON YOUR OWN.

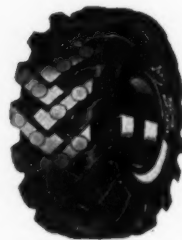
Our function is to provide you with a DEPENDABLE source of supply, without favoritism or prejudice, to distribute fair and equitably when the supply is short, to assist you all possible when there are tires a plenty. Write today for full details of the LAHER MUSTANG TIRE FRANCHISE.



LaHer Logger



Mustang Low-Bed Trailer



Mustang Road Grader



Mustang Tractor



## LAHER TIRE & RUBBER CO., INC.

St. Louis  
2131 Locust St.  
FORT WORTH  
910 Florence St.

Oakland  
2615 Magnolia St.  
SAN FRANCISCO  
98 - 12th St.

Pittsburgh  
5157 Liberty Ave.  
SALT LAKE CITY  
541 So. State St.

Memphis  
300 Madison Ave.  
SEATTLE  
714 E. Pike St.

Kansas City  
1630 McGee St.  
PORTLAND  
N.W. 15th & Davis

Los Angeles  
807 E. 8th St.  
SACRAMENTO  
1217 - 16th St.

## LAHER INDUSTRIES



# MOOG HAS BOTH

*Regular or Chrome*

*Seats fast. too!*

## **X-PLUS PISTON RINGS**

*Metered Oil Control  
Full Power Performance  
Guaranteed*

HAVE  
YOU  
TRIED  
MOOG  
PISTON  
RINGS?



## **241 chrome PISTON RINGS**

*The Chrome Rings that  
WILL SEAT - WON'T SCUFF*

COIL ACTION PARTS  
LEAF SPRINGS COIL SPRINGS  
CHASSIS PARTS PISTON RINGS

**MOOG**

**MOOG INDUSTRIES, INC.**

6650 Easton Ave., St. Louis 14, Mo.

© 1953 M.I.I.

# *Soundmaster* FITS

... NOT 1,  
NOT 2, BUT  
ALL 3 WAYS!



## 1 MECHANICAL FIT

On a muffler job, mechanical fit determines the time it takes—the profit you make. Soundmaster engineers mufflers for Fast Installation Time on each make and model you service. To fit *all* the dimensional requirements of the car, Soundmaster goes beyond mere length of shell and

size of inlet and outlet. *Shape* of the head and shell is engineered for proper clearance. *Location* of inlet and outlet is right for quick, easy, stress-free connections. In every detail, Soundmaster mechanical fit is your assurance of more profit and a safer, better installation on every muffler job!

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

## 2 ACOUSTICAL FIT

Soundmaster engineers each muffler to eliminate objectionable noise over the entire range of speeds and loads. Under all conditions, Soundmaster delivers *full range* noise control.



## 3 HORSEPOWER FIT

Certain noise problems can be whipped by sacrificing back pressure limits. But excessive back pressure steals engine power. Soundmaster engineers each muffler for correct back pressure with a specific engine—for all the power the car can deliver!



*Soundmaster*

MUFFLERS FIT  
ALL 3 WAYS!



# WHY

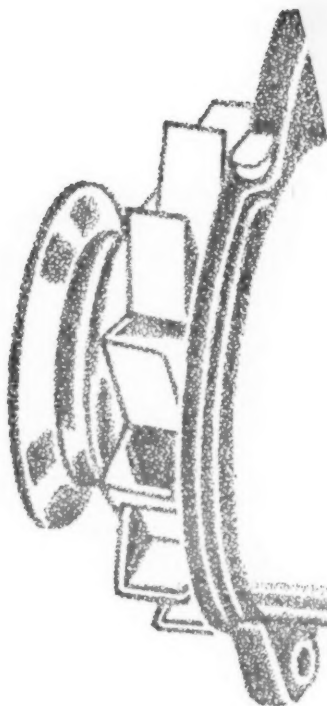
## change to ARROW Rebuilt Generators?

These statements by Arrow Jobbers tell why . . .

"1200% sales increase . . . obtained through Arrow's merchandising policies."

"Generator business used to be an 'orphan' in our organization . . . now we consider Arrow Rebuilt Generators one of our major lines, because our customers like Arrow, too."

"Amazed at the volume of generator business since we took on the Arrow line . . . more Arrow Generators sold in the first month than the previous line sold in an entire year."



### Learn how ARROW MERCHANDISING helps you sell

Give your Arrow Sales Rep 10 minutes  
to show you "A New Approach to Volume Sales"  
... or send for your personal copy.



**ARROW ARMATURES COMPANY**  
Boston 34, Mass. • Spartanburg, S. C.



ARROW ARMATURES CO. (Jobber Service Dept.)  
15 Fordham Rd., Boston 34, Mass.

YES, I want to see "A New Approach to Volume Sales"  
... and learn how Arrow helps me sell.

NAME

COMPANY

ADDRESS

Have Arrow Sales Rep call ☐ Send my FREE copy ☐



# **LEADERSHIP**

# **AC**

PATENTED  
**CORALOX**  
INSULATOR

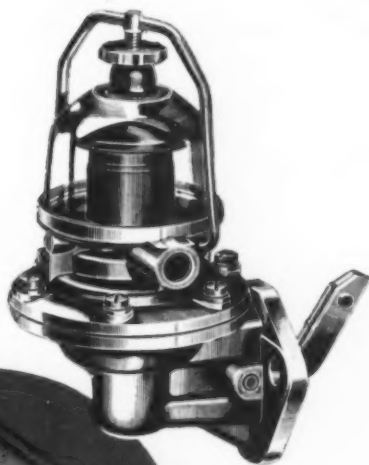
# **SPARK PLUGS**

**Original Factory Equipment  
on Nearly as Many New Cars  
as All Other Makes  
of Spark Plugs Combined!**

# YOU CAN'T OVERLOOK



America's  
**FIRST and  
FINEST**



**FUEL  
PUMPS**

**115,000,000 have been built—  
40,000,000 in daily operation—  
used on 9 out of 10  
cars on the road!**

# PERMATEX FORM-A-GASKET

## PRIZE WINNING



**Bet there's at least one here  
that's new to you!**

These are just a few of the hundreds of ideas that won five dollars in the big FORM-A-GASKET Service Suggestion Contest — some of them even surprised us. Read through them. We'll bet you'll find at least one *time-saving*, money-making use of FORM-A-GASKET that you hadn't run into before.



### **Saves Rear Axle Studs!**

**Max Loeffler**, Capital Trash Co., Washington, D.C.: "We operate a fleet of 50 trucks and have had a good deal of trouble with rear axle studs. Since we put Permatex Form-A-Gasket #1 on the studs we have never had a come-back for breakage or loosening. This has saved us purchasing studs, manpower and tie-up of trucks."



### **Checks Oil Leakage!**

**J. F. Mooney**, Empire State Ignition Corp., Bronx, N. Y.: "After more than one complaint of clutch chatter due to oil leaking into the clutch housing and onto the disc, we discovered that the main source of leakage was the flywheel mounting bolts. A small amount of Form-A-Gasket #2 in each bolt hole corrected this complaint and entirely eliminated such comebacks."

### **Seals Carburetor Assembly!**

**Joseph J. DiMaggio, Sr.**, U.S. Post Office Motor Vehicle Service, Baltimore, Md.: "A car I was working on, when accelerated, would spurt gasoline out of the top gasket. I installed a new gasket, but it did not correct the trouble, so I took the old gasket and coated it on both sides with Permatex Form-A-Gasket #1, let it set for a couple of minutes and re-assembled. It corrected the trouble completely, saving the owner the price of another carburetor."



### **Seals Shop-Made Gaskets**

**R. J. Selthaler**, Ray's Tractor Repair, Portland, Oregon: "We make our own gaskets for the 48 types of garden tractors and lawnmowers we service, instead of trying to maintain complete gasket stocks. A coating of Form-A-Gasket assures a perfect gasket seal every time. Form-A-Gasket is ideal for the very high temperatures generated by some of these tractors."



### **Save Work On Timing Chain Job!**

**E. E. Humphrey**, W. E. Humphrey & Son, Clinton, Ind.: "When I do a timing chain job on a car that requires the pan to be dropped only a fraction of an inch, not removed, I use Permatex Form-A-Gasket #1 to seal the oil pan gasket when it tears. This stops any oil leaks."



### **Seals Power Lawnmower Gaskets!**

**E. J. Wright**, Gibson Service and Repair, Lincoln, Neb.: "We use Aviation Form-A-Gasket #3 on all gaskets when we repair 2 and 4-cycle power lawnmower and outboard motors. It forms a perfect seal and is waterproof and leakproof."



### **Extends Water Jacket Life!**

**Vernon D. Linton**, Gladding Bros., Pocomore, Md.: "When working with outboard motors, I find that if you coat the water jacket with Aviation Form-A-Gasket #3 when it's new, clean it after use and paint it with Form-A-Gasket #3 again, it will increase the life of the water jacket a great deal."



**PERMATEX COMPANY, INC., Brooklyn 35, N. Y.**

# "SERVICE SUGGESTION" CONTEST

## IDEAS



### Quiets Fan Belts!

**Irving Sechter**, Bay Service Station, Brooklyn, N. Y.: "When I get a slippery fan belt or one that's making a lot of noise, I coat it with Aviation Form-A-Gasket #3. It makes a wonderful belt dressing."

### Holds Budd Wheels!

**Joseph L. Hourihan**, Moulton & Holmes Transportation Co., Boston, Mass.: "When changing tires, removing Budd wheels from trucks always was a problem and I often had to burn the nuts off or the studs would break, making removal of the drum and hub necessary. For the past two years prior to assembly, I have been coating both male and female threads of the inner and outer studs and nuts with Permatex Aviation Form-A-Gasket #3 and have eliminated this trouble."



### Leakproofs Automatic Transmissions!

**Daniel J. Strega**, Motherwell Motors, Chicago, Ill.: "I am an automatic transmission man. I find that by applying Permatex Aviation Form-A-Gasket #3 to both sides of the torque converter gasket, I can prevent oil leaks at this point. Prior to my use of #3 I had many "come-backs" because of leaks at this point."

### Waterproofs Signal Lights!

**Charles Clifton**, Dom-Mor Garage, Brooklyn, N. Y.: "I find that Permatex Form-A-Gasket #1 is perfect for sealing marker and signal lights after they are cut into metal truck panels. It really keeps them water and weather-tight. Incidentally, the same trick works well on "through the roof" home tv antenna installations."



### Waterproofs Flashlights!

**E. H. Feck**, Forest View Farm, Elyria, Ohio: "I often take a flashlight out at night when checking for trouble in the wet soggy places where we use farm machinery. I have dropped the flashlight into water more than once, but do not have a shorted-out flashlight any more since I started using Permatex Aviation Form-A-Gasket #3 on the caps at both ends."



The Service Suggestion Contest is still on! Your idea may win five dollars! Ideas must be on the official suggestion form. Get yours from your jobber or Permatex representative. Send in as many ideas as you want to.

## 3 TYPES OF FORM-A-GASKET for every service application

**No. 1**  
Sets Quickly  
Dries Hard

**No. 2**  
Sets Slowly  
Is Non-Hardening

**No. 3 (AVIATION)**  
A brushable liquid that sets to a paste.



Use all 3 in your shop!

Over 50 Chemical Products for Better Automotive Maintenance



Questions about Insurance?

## Ask *Federated's* QUESTION BOX

**Q.** I lost a portable radio overboard last summer while fishing. Is there a policy that would cover that?

**A.** Yes, your Personal Property Floater covers articles lost in water.



### VACATION BOUND!

Did you remember to stop the milk deliveries, and the newspapers? Don't lower the window shades. Arrange to have your lawn mowed, and door kept clear of circulars. Lock windows and doors, remember the basement. Be sure the car is in safe driving condition. You will enjoy your vacation more if you know you are properly insured.

### ARE YOU FULLY COVERED?



### ENJOY YOUR VACATION

with the assurance that you are properly insured. A personal Property Floater covers **YOUR** loss in almost every way. Your Federated man will be glad to give you full information.

# Be Sure of Your Insurance Coverage This Summer!

### Association Membership Pays!

Shop tickets, price tags, prospect records, survey forms—they're just a few of the special business forms that simplify your work. Make the most of your association's services. Strong associations build strong dealers and vice versa.

### AUTO LIABILITY, ONE OF THE MOST IMPORTANT!

Summertime is a good time to check up on several of our insurance coverages. First of all, it's a good idea to check our auto liability protection. Summer finds most of us doing more driving—in heavier traffic. Inevitably, there are more accidents. It may happen to you this summer. Some mighty careful drivers have accidents. It may or may not be your fault. But if you find yourself being sued you will be mighty glad you have sound liability protection. Be sure the limits on your policy are high enough in view of today's judgments. It doesn't cost so much to increase your limits. You wouldn't hesitate to buy a new tire if it were needed. For less than the cost of that tire, you can raise your auto liability insurance from minimum limits to \$100,000/\$300,000 for bodily injury; and to \$100,000 for property damage.

### LITTLE ACCIDENTS CAN BRING BIG DAMAGE CLAIMS

Summer brings an increase in the type of accident covered by Comprehensive Personal Liability Insurance. For instance there's the case of the boy who was playfully kicking a tin can—it hit a girl in the face, a judgment was awarded for twenty-seven thousand dollars for loss of her eye. If you own a home, or other property, if you have children, if you have a dog, if you hunt, fish, play golf, engage in outdoor sports of any kind, you may easily be involved in a small accident that will result in a lawsuit. Federated's Comprehensive Personal Liability Insurance will assume full responsibility, investigate the facts, defend you, and pay any judgments up to the policy limits. This is protection for you, your wife, your children, and relatives living with you. The cost is only \$10 a year, \$25 for three years, and Federated's dividend will reduce it still more.

### PERSONAL PROPERTY PROTECTED

There is increased need during the summer for Personal Property Floater insurance. It protects all of your personal property, against all loss or damage, anywhere in the world. You are protected against all of the familiar losses, such as fire, lightning, wind, explosion, earthquake, burglary, vandalism, theft and larceny, and holdup. In addition, it covers losses not usually insurable, like flood and water damage, disappearance, spilled ink, damage by animals, ripping of garments, loss of stones, articles lost in water, etc. It's certainly well worth its small cost, and now is a good time to start it.

## *Federated Mutual*

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA

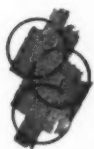




# Two things that keep 'em happy!



**When you use Genuine Ford piston rings and bearings in the Fords you repair, Ford owners respect your work . . . and here's why:**



A ring job is a major repair! Give your customers more for their money with Genuine Ford piston rings. Ford's "wear-away" section of cast iron on the Oil Ring, for example, spells even seating. And the expander section has 14 points of contact, twice the usual number, for even all-around pressure. These two features *alone* give quieter, increased power, and save oil. They'll make long-lasting friendships for you.



Bearings have soft metal with steel backing. Scientific tests have proven that one particular thickness of soft metal gives the best bearing action and longest life. But engines require bearings that vary in thickness. So, Ford varies the gauge of the steel backing only. The soft metal stays the same thickness. And, of course, Genuine Ford bearings are precision designed for correct fit and longer life.

## GET THIS SIGN

Your prospective Ford-owner customers are being told in Ford advertising to visit the independent garages which display this sign.



## IT COSTS YOU NOTHING

This business-booming sign costs you nothing! Just mail this handy coupon today and find out how easy it is to get.

## MAIL THIS COUPON NOW!

### PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.  
Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME \_\_\_\_\_  
INDIVIDUAL'S NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

# DUTCH BRAND

## Masking Tape



**Stays on the job  
when wet sanding**

You'll find DUTCH BRAND Masking Tape stays on the job when you wet-sand undercoats . . . it is not affected by water . . . it has the proper adhesion to hold but is easily removed without leaving a residue. As a result, your work goes faster and you get best results.

DUTCH BRAND Masking Tape is extra thin, flexible, strong, will not curl back or loosen under spray pressure. You'll find it has all the qualities experienced shopmen look for.

If you are not already using DUTCH BRAND Masking Tape ask for it by trade name the next time you order.

ORDER  
FROM YOUR JOBBER



**VAN CLEEF BROS. INC.**

Manufacturers of Rubber Products

DIVISION OF Johns-Manville

7800 WOODLAWN AVE. • CHICAGO 19, ILLINOIS



### DUTCH BRAND CEMENTS are made for trim shop use

Gray and Clear Trim Cement for use with fabrics. Weatherstrip Cement for cementing rubber to rubber or rubber to metal, and Drip-Seal for use around windows and windshields. Your jobber can supply you.



### DUTCH BRAND RUB'R-STRIP is ideal for replacement of original equipment

Rub'R-Strip is available in three standard shapes and sizes for correct replacement of original equipment. It comes in a dispensing box with rule at base for easy measuring of lengths. Order a supply from your jobber today.



### DUTCH BRAND TUFF-PAK window channel packing

Tuff-Pak is made of special grade, clean, uniform-size ground cork combined with long life rubber compound . . . applied to rough cotton sheeting. It features long life, flexibility, extra strength and weather-proof qualities. Four thicknesses are available. 1/32", 3/64", 1/16", 3/32".

Wherever you put them...  
**BEAR SIGNS**  
 build your business!



AT THE ENTRANCE

ON THE WALL

IN THE WINDOW

AT SERVICE STALLS

ON BILLBOARDS

IN ADVERTISEMENTS

ON THE HIGHWAY

IN CLASSIFIED  
 TELEPHONE DIRECTORIES

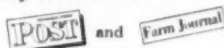


# BEAR

## Safety Service

WHEEL ALINEMENT & BALANCING  
 FRAME & AXLE STRAIGHTENING  
 HEADLIGHT & BRAKE TESTING

"MOST EFFECTIVE BUSINESS BUILDERS  
 we've ever used"...so say the thousands of  
 shops displaying the "Bear" Sign now being  
 nationally advertised in



**No Limits to What It Will Do...No Limits on the Profits You Make!**

*You Do the Job Right in Less Time with the*

## EXPANDABLE "BEAR" 195-84 SERVICE

... that's why it is the most popular  
 ... the most widely used alinement  
 service in America!

You're not limited to just a few simple wheel alinement service operations when you set up with the "Bear" 195-84! There is **NOTHING IN ALINEMENT IT WON'T DO**... that's why the sky's the limit for profits! And when you're ready for frame straightening... you can **E-X-P-A-N-D** your "Bear" by just adding a few tools and frame attachments and you're all set for big frame straightening profits, too! This **EXPANDABLE** feature is a "Bear" **EXCLU-**

**SIVE** that makes "Bear" the smart investment from the start! The **BIG PROFIT POWER** of nationally advertised "BEAR" SIGNS... the extra stamina of "Bear" built-like-a-battleship construction... the extra speed... extra power... and extra tools you get with the "Bear" 195-84 make it the No. 1 choice of America's automotive repair men. For all the facts write for catalog data bulletin. BEAR MFG. CO., DEPT. S-1, ROCK ISLAND, ILLINOIS.

### YOU GET ALL THIS!

- 1 Complete 5-point Alinement Checking and correction plus axle and rear housing straightening.
- 2 72,000 lbs. of hydraulic pressure for speed and ease in correcting.
- 3 Extra high so mechanic can work faster and easier. Available in flush or floor models!

- 4 EASILY ADJUSTABLE TRACKS FOR ALL TREAD WIDTHS!

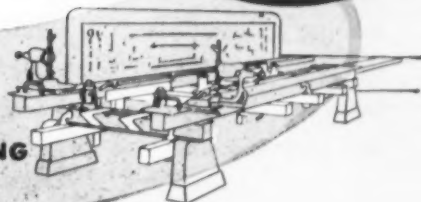
- 5 Safety stops on each track.
- 6 Special precision gauges.
- 7 Handy accessory tools.



**1 NO LIMIT  
 ALINEMENT  
 SERVICE**

**EXPANDABLE  
 2-in-1 service**  
 More Profits per  
 invested dollar!

**2 COMPLETE  
 FRAME  
 STRAIGHTENING  
 SERVICE**



**the MORE "BEAR" you have...the MORE MONEY you make**



# How to

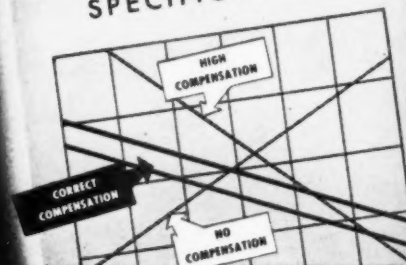


## **AUTO-LITE REGULATORS** . . . like all

Auto-Lite service parts, are related to the complete electrical system by Auto-Lite engineering, design and manufacturing skill to give your customers the best performance money can buy. Auto-Lite Regulators are always sold as complete units.

**AUTO-LITE BACKS DEALERS** with "Suspense!" on coast-to-coast TV and Radio networks . . . national ads in leading publications . . . a huge ready-made market of many million Auto-Lite equipped vehicles . . . plus field help, world-famous training schools, informative catalogs and specifications, mat service and promotional material.

## **SPECIFICATIONS**



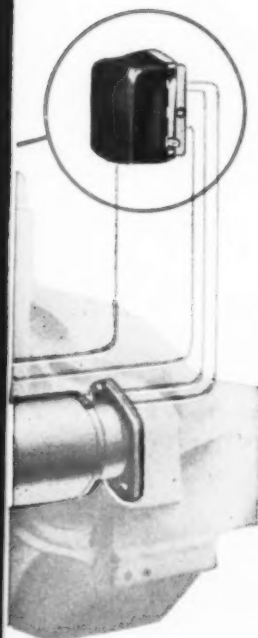
**AUTO-LITE CONTROL** provides correct compensation through complete temperature range—from zero to 140 degrees—to within a plus or minus two percent of the specified value. These specification curves are published—there's no guesswork—no shifting of responsibility—a protection for you and a guarantee of greater performance.



# build your reputation

## ...and assure a sound future!

### MATCH YOUR HONEST WORKMANSHIP WITH THE QUALITY OF ORIGINAL SERVICE PARTS



**T**HROUGH constant improvement and development . . . through use of the best, and often more costly, design, manufacture and materials . . . Auto-Lite automotive electrical systems, and the parts in the system, maintain the highest standards of quality.

This quality may cost slightly more but it's worth more! It builds your reputation . . . builds a sound future business from repeat sales . . . assures you greater customer satisfaction. Whether it's ignition coils, condensers, voltage regulators, generator brushes . . . or complete electrical systems . . . when you check detail by detail, you know Auto-Lite quality cannot be beat!

More than half of America's car makers specify Auto-Lite. When servicing Auto-Lite equipped cars, be sure to recommend and install Auto-Lite Original Service

Parts\* to protect yourself and your customer. And display the Auto-Lite Original Service Parts sign.

**THE ELECTRIC AUTO-LITE COMPANY**

*Parts & Service Division*

Toledo 1

Ohio

This sign  
identifies  
you as a  
source of  
Auto-Lite  
Original  
Service  
Parts\*



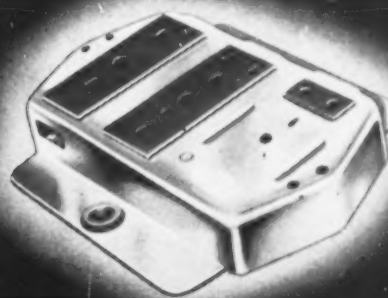
\*Original Service Parts are those specified by the car manufacturer



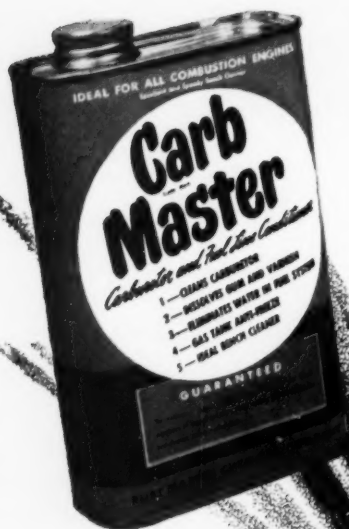
**AUTO-LITE ADJUSTING SPRINGS** which control the action of the contact reeds, are made of carefully controlled alloy to retain the permanency of their settings. A permanent tension of the adjusting springs is essential in maintaining correct voltage regulation over long periods . . . another unseen difference in Auto-Lite Service Parts that means greater customer satisfaction.



**AUTO-LITE CONTACT REEDS** are made of stainless steel. This prevents corrosion, which would lead to improper operation, and prolongs the life of the unit. Corrosion may cause the contacts to stick, cause the generator or the battery, or both, to fail. The use of stainless steel is another example of how Auto-Lite uses every means to deliver top quality.

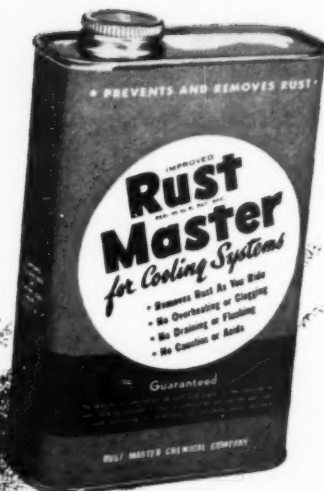


**AUTO-LITE INSULATION** used in the base of the Auto-Lite regulator is manufactured to have a minimum of cold flow and moisture absorption, while maintaining maximum insulating qualities. Auto-Lite engineers know this better insulation is more costly but once again, it is long life and not economy in manufacture that is the deciding factor.



## 1. All Year Round Selling Season...

The 4 Rust Master products will guarantee you volume sales all year round... if you will just mention Rust Master products to all your customers.



## 2. National Advertising...

Rust Master more than ever before has expanded their advertising all over the country... they'll buy the line this year for all-season selling.

**a 4WAY  
ZOOM  
to  
HIGHER  
PROFITS!**

## 3. Money Back Guarantee...

Rust Master still retains its famous policy of money back on all four products.



## 4. Priced Right...

Rust Master is priced so that you, Mr. Dealer, can make a good profit on every sale.

© 1953 Rust Master Chemical Co.



**NO MUSS — NO FUSS — JUST POUR — NO MORE**



PRODUCTS WORK WHILE YOU RIDE

**Chemical Company**  
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



**It takes all kinds of customers...**



**...but they all want the best. And when it's bearings, just tell 'em it's *TIMKEN*!**

One way to keep customers coming back is to use the best replacement parts. And you can prove that your replacement parts are the best when you show 'em the trade-mark "Timken" on the new tapered roller bearings you install. It's the best-known name in bearings. Write The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

**TIMKEN** TAPERED ROLLER BEARINGS  
TRADE-MARK REG. U. S. PAT. OFF.



NOT JUST A BALL ○ NOT JUST A ROLLER ◻ THE TIMKEN TAPERED ROLLER ◻ BEARING TAKES RADIAL ⌊ AND THRUST → LOADS OR ANY COMBINATION ⌊

**Mr. Dealer—Here's how to  
make a \$7.15 per car sale  
on an operation as simple  
as an oil change!**



\*Flare Liqui-Matic Fluid retails for 65c a qt. The average car uses 11 qts., which makes a total sale of \$7.15. In addition, many dealers make a charge for service. Your opportunity for greater profits.



**Over 7,000,000 Automatic Transmission Cars are Potential  
Customers . . . Thousands More are Built Each Year!  
GET READY FOR YOUR SHARE OF THIS TOP-PROFIT ITEM!**

More than 7,000,000 General Motors and other make cars are already equipped with automatic transmissions and the number is ever growing! These units require a refill every 10,000 to 25,000 miles. The Service Manual which the

Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service station can render this service. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

**Free!**

**New Service Manual On  
Automatic Transmissions**

An illustrated service guide for mechanics and service station attendants! Contains complete details on checking, draining and refilling all cars with automatic and semi-automatic transmissions, and Hudson wet clutches. Mail the coupon today.

THE BELL COMPANY, Inc.  
413 N. Wolcott Ave., Chicago 22, Ill.



THE BELL COMPANY, Inc., Dept. 407  
413 N. Wolcott Ave., Chicago 22, Ill.

Please send me immediately a free copy of your Service Manual on Automatic Transmissions.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

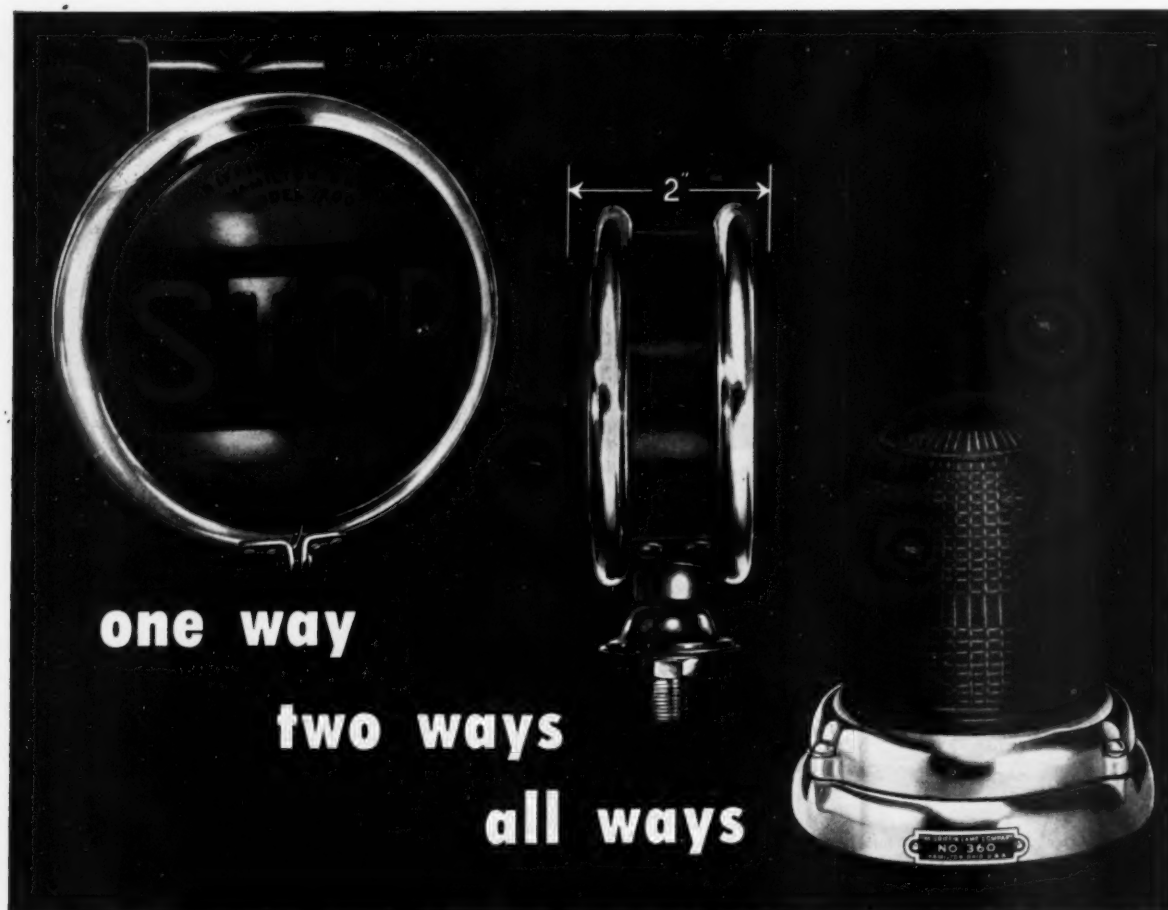




...you can't  
get it  
**PERIOD!**



DETROIT 13 • MICHIGAN



## ... Griffin Leads In Safety Lighting

● Griffin gives you the answer to all safety lighting needs. Whether it's stop lamps, turn signals, warning signals, clearance and marker lamps, mirrors—you name it, Griffin makes it—better!

Pick up a Griffin lamp—look at it. You'll find it's heavier, sturdier, tougher, able to stand

up under years of rugged fleet wear. Every Griffin lamp is fleet engineered for longer life, trouble-free service—and to keep maintenance and replacement costs to a minimum.

See your Griffin jobber now. You'll find it pays to concentrate on Griffin—the complete line engineered for fleet use, alone.

THE GRIFFIN LAMP COMPANY • HAMILTON, OHIO

Model No. 200 Whopper stop lamp, 7 1/4" diam. 4" depth. Finished in black enamel. Stainless steel door. Lens color red or amber.

Model No. 550 New class A, Type 1, double faced turn signal. Only 2" deep—needs no reflector. Throws an amber signal forward and red signal to the rear with one bulb and a single set of wires.

Model No. 360 Emergency warning blinker. A high intensity warning blinker with 360° lens. Visible all around the horizon in brilliant sunlight or total darkness.



# New! Pre-Seated!

## AMERICAN HAMMERED

### Krome-Oil

## PISTON RING SETS

**They guarantee early break-in,  
long life, exceptional oil control!**

**HERE'S WHY!** This actual photograph (above) shows the American Hammered Krome-Oil Compression Ring before it has been pre-seated. If installed as shown here, the long-wearing qualities of chrome, though unsurpassed for durability, would prolong the break-in.

Actual photograph (below) of American Hammered Krome-Oil Compression Ring. Note the smooth, even bearing of the narrow land contact surface. A precision lapping method—factory applied—equivalent to 300 to 500 miles of actual engine operation provides this bearing which guarantees quick seating and fast oil control.

Pre-seating, and its results, are features that let your customers know you have their interests in mind. What serves them best, serves you best, too.

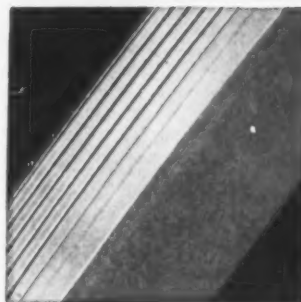
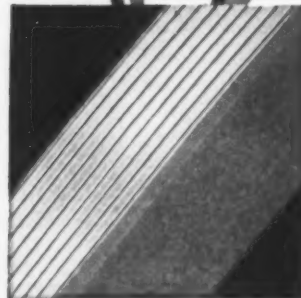
Install the new American Hammered Pre-seated Krome-Oil Piston Ring Sets and watch customer satisfaction and profits mount. And remember profit-packed American Hammered Power Plus Service—Koetherizing • GI-60 Groove Insert • Dry Film Lubricant.

## American Hammered

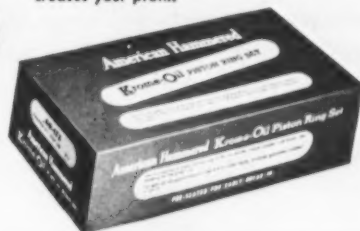
**AUTOMOTIVE REPLACEMENT DIVISION**

2001 Sanford Street, Muskegon, Michigan

Manufacturers of American Hammered Automotive Replacement Piston Rings



Smart new blue and yellow American Hammered Krome-Oil carton is the quality mark in the automotive piston ring replacement field. Krome-Oil licks your customers' ring problems and increases your profit.



*"I need a line of cable  
that is well known  
and easy to sell!"*



*Build up your business  
with the "BIG 3"  
in the cable field!*



That's right—today, Packard is the preferred cable in the automotive industry—preferred by automotive engineers for original equipment on cars, trucks, buses and tractors—preferred by vehicle owners and repair shops for replacement service—preferred by jobbers and dealers for its wide acceptance and quick turnover.

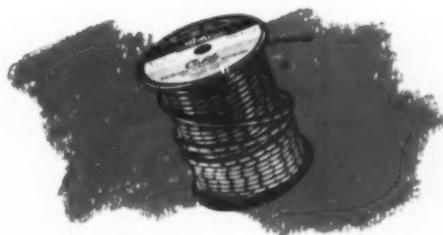
**PACKARD BATTERY CABLE**—Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight . . . are available with LEADALLOY terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.

**FOREMOST BUILDER OF AUTOMOTIVE WIRING**





**PACKARD IGNITION CABLE**—Long considered the standard of the automotive industry, Packard high-tension cable is original equipment on more cars, trucks, buses and tractors than any other cable. Packard **FOUR-FORTY** and Packard **LAC-KARD** ignition cables are designed to deliver balanced performance in every application. For dependability on the job, choose Packard!



**PACKARD LOW-TENSION CABLE**—As with Packard's two other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's **249 COMPOUND** insulation, by every laboratory test and by the test of long, hard usage in the field, has exceptional resistance to heat, oil, chemicals and abrasion.

**Packard**  
REG. U.S. PAT. OFF.  
TRADE MARK

Packard Electric Division, General Motors Corporation, Warren, Ohio

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

AVAILABLE THROUGH DISTRIBUTORS EVERYWHERE

*no  
matter  
which  
side* of  
the  
deal  
you're  
on...



*it pays to travel with*

**MERCURY**

# ***NEW!*** ***Enamel Combination***



**...DRIES DUST FREE  
in 10 to 15 MINUTES!**



- New Fast Drying Combination  
requires NO EXTRA EQUIPMENT!
- NO ANNOYING ORANGE PEEL!
- MORE PAINT JOBS PER DAY!
- ASK YOUR R-M JOBBER!

**RINSHED-MASON Co.**



5935 MILFORD AVENUE, DETROIT 10, MICHIGAN

1244 N. LEMON STREET, ANAHEIM, CALIFORNIA

In Canada: Standard Paint & Varnish Co., Ltd., Windsor, Ont.

*Manufacturers of passenger and commercial car lacquers, enamels, primers, surfacers, tinting colors, thinners, removers, rubbing compounds, etc.*



- PRODUCTION
- PROFITS
- WORKMANSHIP
- EFFICIENCY
- CONVENIENCE

all go  
**UP**  
 ...with  
**WEAVER**  
**Twin Post Lifts**

Weaver Twin Post Lifts eliminate much of the time-consuming, effort-wasting drudgery that plagues mechanics and cuts their production. Actual job-by-job time studies show production increases up to 100% when Weaver Twin Post Lifts are used instead of the old "crawl-under-on-the-creeper" method.

The Twin Post has no obstructing rails in the way . . . lifts vehicle at its normal lifting points . . . gives mechanic free access to every under-chassis point. Independent post operation permits positioning vehicle at most convenient working angle.

The Weaver Twin Post is the only automotive type lift that can handle all wheel base lengths without loss of lifting capacity. The Model EC-100 (illustrated) is regularly furnished with wheel base adjustment of 88" minimum and 148" maximum; Twin Posts with other wheel base combinations are furnished upon special order.

Twin Posts are available air-oil or electrically operated. See your nearest Weaver jobber or write us for Bulletin SAJ-457.

**WEAVER MANUFACTURING COMPANY • SPRINGFIELD, ILL.**



NO MATTER WHAT THE FILTER NEED  
YOU MAKE THE SALE  
WITH *wix*

\*WEARMITES are "engine termites" — the Grit, Dirt and Tarry Sludge that multiply in dirty oil and combine to destroy car, truck and tractor engines.



PROFIT BY THE COMPLETE COVERAGE OF

*wix*

## ENGINEERED FILTRATION

To boost your sales and profits, WIX Engineered Filtration provides just the right Oil Filter Cartridge for every customer and every service need. . . . Cartridges that take out all the \*WEARMITES without removing a speck of valuable oil additives.

There are three exclusive WIX Filtrants — WIXITE, the unique, Resilient Density Filtrant for by-pass systems, WIX-KNIT and the sensational new POROSITE for full-flow passenger cars and tractors, Screw-in Can Types for special tractor installations . . . types and sizes for every popular filter-equipped engine.

You make sales when you give customers what they want, and that's easy with WIX. Ask your WIX Wholesaler about the all-inclusive WIX Line of Oil Filters and Cartridges today. It means profits for you!



WIX WF-110-N FILTER  
FOR CHEVROLET

WIX No. WF-110-N is full Military Standard Jr. size. Takes the large capacity WIX PC-100 Cartridge. Comes complete with all fittings for QUICK, easy installation. Does not require removal of air cleaner for Cartridge change. See your Jobber about this full profit opportunity for Chevrolet Cars and Trucks. Other WIX Filter installations and conversion Kits are available for many other cars.



*wix*



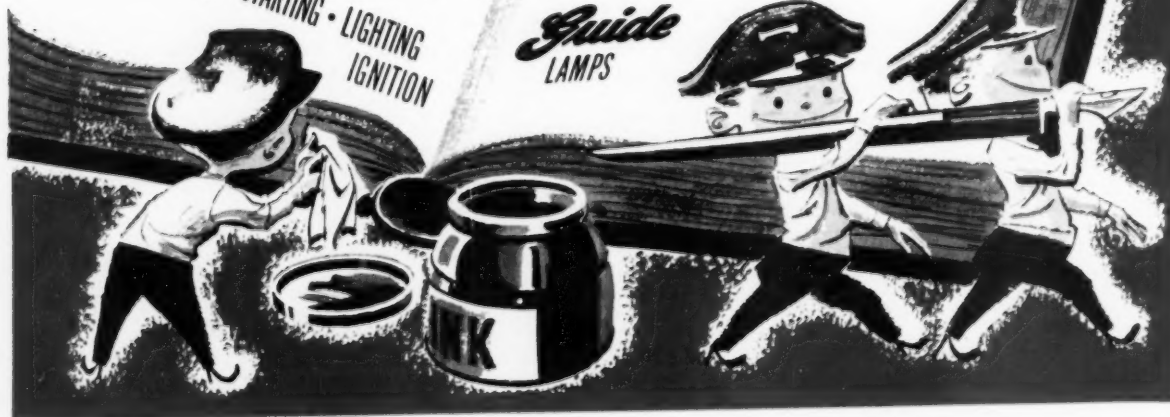
OIL FILTERS CARTRIDGES  
WIX CORPORATION • GASTONIA, N. C.  
IN CANADA: WIX ACCESSORIES CORPORATION LTD., TORONTO, ONT.



# Plan for Profits with world-famous GENERAL MOTORS Parts and Accessories

**DELCO** BATTERIES  
*Sackard* CABLE  
**INLITE** BRAKE LININGS  
**MORaine** ENGINE BEARINGS  
**ROCHESTER** CARBURETORS  
*HARRISON* THERMOSTATS  
**DELCO** AUTOMOTIVE MOTORS • CLOCKS  
*Saginaw* JACKS  
NEW DEPARTURE BALL BEARINGS  
Delco-Remy STARTING • LIGHTING  
IGNITION

**HYATT** ROLLER BEARINGS  
**KLAXON** HORNS  
**ROCHESTER** CIGAR LIGHTERS  
*HARRISON* RADIATORS  
**DELCO** SHOCK ABSORBERS  
**AC** GAUGES • SPEEDOMETERS  
**DELCO** ELECTRONIC PARTS  
**MORaine** GASOLINE FILTERS  
**DELCO** BRAKE PARTS • FLUID  
*Guide* LAMPS





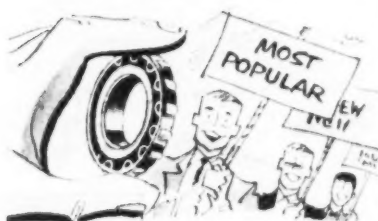
**EXCLUSIVE! SPECIAL BRAKE FLUID DISPENSER**



United Motors is making a special offer of a plastic dispenser for brake fluid. This new dispenser is easier to use and keeps the fluid clean and ready for use. A common error is to use one container for many purposes with the result that foreign matter enters the brake line and deteriorates the rubber parts. The rubber cup shown above (extreme left)

is an example of the damage done by one drop of oil in the brake line. Note how the cup has swollen in relation to the brass washer at its base. Just rinsing a brake fluid can with gasoline may cause this amount of damage—which demonstrates the importance of getting the Delco Brake Fluid Dispenser.

**HYATT SPHERANGULAR BEARINGS GAIN IN POPULARITY**



The unique function of Hyatt Spherangular bearings has caused a marked increase in their use throughout the automotive industry. The curve of each roller in this bearing is based on a small segment of the large circle. As the load increases, causing a minute depression of the roller, additional surface of the cups, cones and rollers comes in contact, automatically increasing the load capacity of the bearing. Hyatt Spherangular bearings take both radial and thrust loads, and are self-aligning, thus conform to any deflections that may develop under extreme loads.

**BATTERIES KEPT FULLY CHARGED AT ALL TIMES**



The Delco Trikl-Charg units are precision instruments designed to maintain 6- and 12-volt batteries at full power automatically. Available in four-, six-, and twelve-battery units. Mounts on Delco's new all-metal display stands and keeps batteries fully charged for instant use.

**HERE'S A HOT TIP FROM ROCHESTER**



It's Rochester Products' display card holding 12 replacement elements for Rochester cigarette lighters. The element, Part No. 7002286, is the most likely part of the lighter to need replacing, which can be done easily and quickly. The Rochester lighter is standard equipment on 1950 through 1953 Buicks and '51 through '53 Chevrolets and Oldsmobiles.

**NEW DEPARTURE PUTS A "FUN-HOUSE" GAG TO WORK AT PLANT**

Our first choice under the heading of "Jobs We'd Like to Have" is that of the air jet operator at the New Departure ball bearing plant. It seems that some precision instrument bearings are so delicate that even a tiny speck of lint or dust could throw them off. To combat this, New Departure manufactures these bearings in a special air-conditioned room and requires the female employees to wear nylon uniforms. As a further measure of precaution, these charming ladies get a short blast of compressed air to remove all lint.



**DELCO LINED BRAKE SHOES SAVE MECHANICS' TIME**

Factory lined brake shoes, available for all Chevrolet passenger cars and 1/2-ton trucks, save much in time and give new-car brake performance. Three sets service all models. Using these sets assures you of perfect brakes, as relined shoes often are warped and give trouble. The Delco Brake sets are lined with Inlite brake linings—the same as used originally—cut repair time to a minimum.



"TAKE IT OFF!" is the title of a colorful and interesting movie prepared by United Motors to explain the necessity of quality brake fluid and how it pays to "Take It Off."

A filter produced by Moraine Products Division of General Motors, although all metal, will separate water from gasoline!

**GUIDE TO SAFETY FIRST!**



In an endeavor to reduce accident rates, many states are now demanding use of direction signals on all vehicles—others are considering legislation to this effect. It is predicted that in the not too distant future direction signals will be required in all states. This is a safety measure that benefits all and should receive the support of every conscientious driver. Working with state legislative bodies and safety councils, Guide Lamp has designed turn indicators to comply with all existing laws and through national distribution is in a position to extend quick and convenient service when the need arises.

**STAND OUT!** In tune with the times, United Motors offers four new and modernistic all-metal Delco battery display stands. The handsome design and bright colors are a cinch to attract customer attention.



**PACKARD CABLE  
PERFECTS NEW INSULATION**



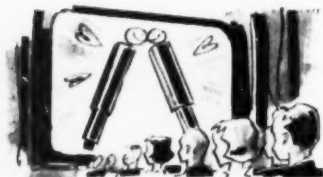
A new type plastic insulation for use on low tension cable and designated as "249" is being produced by Packard Cable. "249" insulation offers greater dielectric strength and will not support combustion. Also of great interest to the trade is its increased resistance to oil, chemicals, abrasion and extreme temperatures. "249" insulation is used on all Packard low tension and lighting cable.

• • •

**TALK ABOUT TRAFFIC!** It's estimated that 60 million Americans use motor vehicles to get to and from work or school every day, and that traffic bottlenecks cause the average driver to lose 10 minutes on each trip. This means a total daily time loss of 20 million hours!

• • •

**DELCO SHOCKS  
STAR IN FEATURE FILM**



A new sound slide film entitled "4 Steps 4 Profit" is presented by United Motors for the enlightenment of all servicemen. The star role is played by a Delco shock absorber. As the plot unfolds we are made aware of the many sales opportunities available in the servicing of shock absorbers. Like all good stories this one too has a happy ending. Don't miss it! Your United Motors distributor can arrange a showing.

• • •

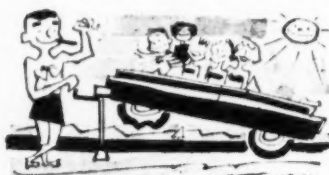
**THE "ENGINEERED RIDE CONTROL"** theme, exclusive in Delco shock absorbers, is featured on the display stand that United Motors offers service outlets. With the stand are included an attractive counter display card, application wall chart, window streamer and merchandising car application bulletin.

**ONE CARBURETOR REPAIR KIT  
SERVICES ALL CHEVROLETS**

To replace many kits and part numbers Rochester Products now is putting out one complete repair kit for all Chevrolet carburetors. This not only will save time in ordering and stocking, but also will eliminate the possibility of buying the wrong kit for a job. Individual gasket kits are available for specific models. The part number of the new Rochester kit is 7004363. It services all Chevrolet passenger cars from 1932 through 1953 using Rochester carburetors.



**TOURIST SEASON SPARKS  
SAGINAW JACK SALES**



An increase in Saginaw Jack sales has been noted with the arrival of warm weather. When tourists prepare to tour they want to be sure they are ready to meet all emergencies—and a good jack is one thing they can't do without when stranded with a flat tire. Conscientious servicemen will recommend this precautionary item to vacationing customers.

**NEW INSULATOR FOR  
DELCO-REMY REGULATORS**

In early production of 1118300 and 1118700 type regulators the contact attaching screws were insulated from the contacts and brackets by two 1878507 insulators and two 1878506 bushings. Later the design was changed to use a moulded insulator with extrusions which served as bushings. The new moulded insulator is Part No. 1922599. It may also be used to replace 1878506 bushing and insulator in the 1118200 type regulators. Due to the fact that the old insulator and bushing are used in other locations, the old part numbers have not been superseded.

• • •

*In testing carburetors, Rochester Products uses enough fuel in a year to make four theoretical round trips to the moon by automobile!*

*HARRISON designed their new thermostat dispenser (No. 153) with functional value, compactness and eye-appeal in mind. It's adaptable for either wall or counter use and holds 22 thermostats that cover 90% of all car applications. It also includes an up-to-date application chart and catalog for convenience.*

• • •

**DEMINEALIZER PURIFIES  
TAP WATER INSTANTLY!**



United Motors announces a unique Delco battery demineralizer that purifies tap water for battery use in a matter of seconds. It consists of a handy quart-size plastic bottle with a replaceable resin filter affixed at the top. When the bottle is filled with tap water, the filter attached, and tilted downward and squeezed, chemically pure water is dispensed directly into the battery. The demineralizer not only saves the serviceman time and trouble, but proves most impressive to customers. It is available through United Motors Delco Battery distributors.

**REGULATOR POINTS NEED  
REGULAR ATTENTION**



Every time the vibrating points of a generator regulator separate, an arc is formed causing the transfer and oxidation of point material. This necessitates a regular check of points to assure peak engine performance. As a preventive measure all Delco-Remy regulators use tungsten on the negative contact point as tungsten tends to transfer less than any other material. The positive contact point on the hot side of the circuit is made of platinum or palladium which tend to oxidize less than any other known metal. Even with these precautions it is necessary occasionally to clean regulator contacts.





# It's easy to get started with the United Motors Lines —supported by a dynamic advertising program



This four-color ad will appear in  
**SAT. EVE. POST AUG. 8**  
**LIFE AUG. 31**



This two-color ad will appear in  
**SAT. EVE. POST JULY 11**  
**COLLIER'S JULY 25**

This  
two-color  
ad will  
appear in  
**LIFE**  
**AUG. 10**



This four-color ad will appear in  
**COUNTRY GENTLEMAN** for **AUG.**



**DEALERS:** It's a simple matter to get started with United Motors lines. Not only are the parts and accessories you sell backed by the strongest advertising campaign of its kind—but you're featuring the greatest names in the automotive replacement parts business . . . names that have earned the respect of millions of consumers through years of dependable performance.

Get started now with these best-known, most-wanted lines that mean greater profits for you. No matter where you are, there's a United Motors distributor near you—contact him today!





**HERE'S A MAN  
YOU SHOULD KNOW**



**FOR  
COMPLETE  
INFORMATION**

*Write or Wire*

**ALLIED BATTERY CO.**

2040 Amelia St.

Dallas, Texas

**YOUR Southland MAN  
WILL INCREASE BATTERY PROFITS WITH  
DIRECT-TO-YOUR-DOOR DELIVERIES**

Pictured above is the man who can help you get bigger battery profits. He is your Southland factory representative and his direct-to-your-door deliveries are geared to your individual needs . . . you buy only what you need for complete turnover before the next delivery.

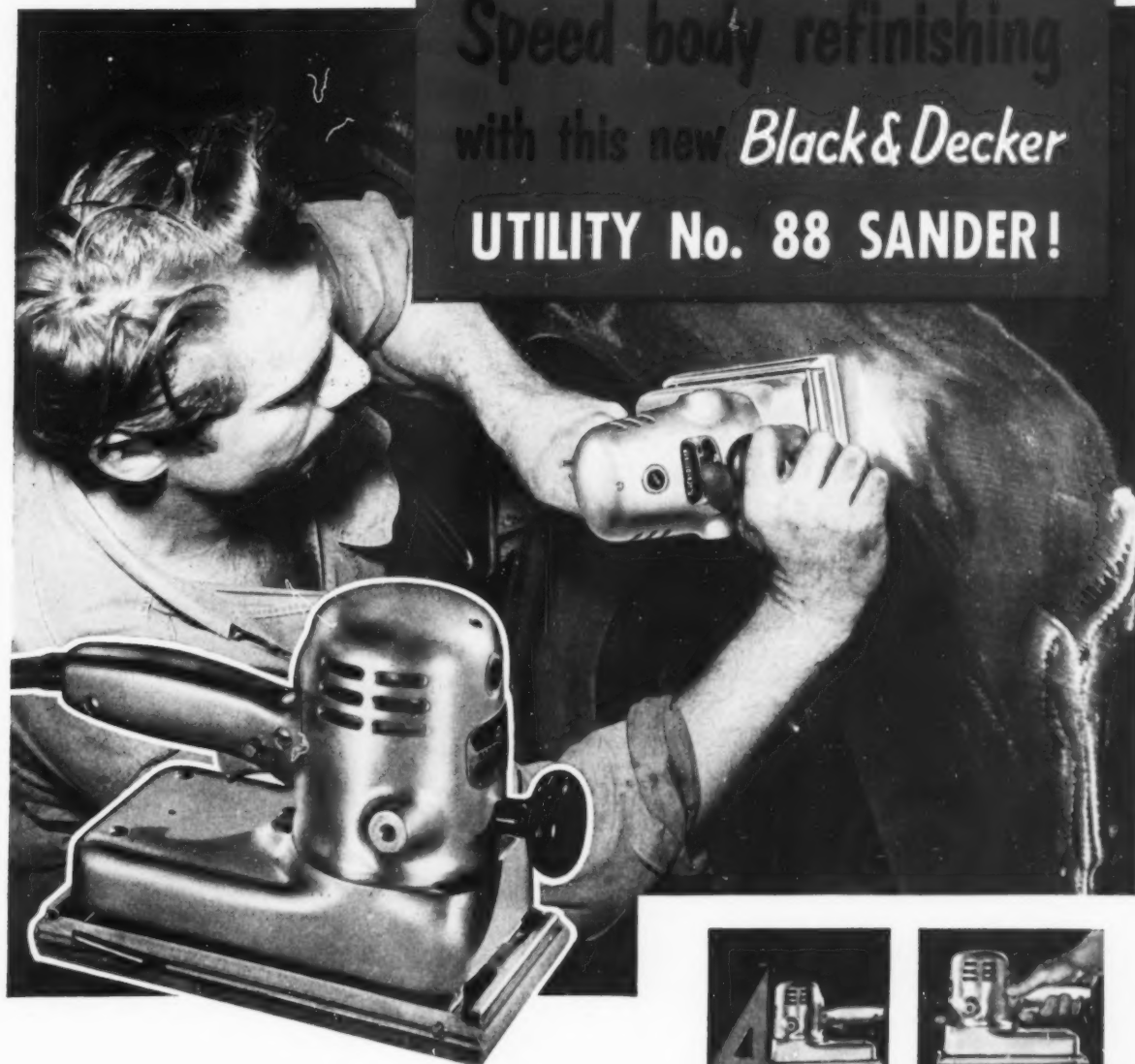
To *your customers* this means assurance of factory-fresh, fully-charged batteries. To *you* this means increased customer satisfaction and greater volume through repeat sales.

Take advantage of Southland Service . . . sell power-packed Southland batteries and become a part of the fastest growing sales organization in the industry.

# Southland

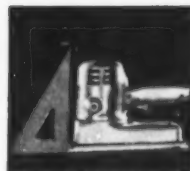
*Custom-built  
for the South*

**BATTERIES**



# Speed body refinishing with this new *Black & Decker* **UTILITY No. 88 SANDER!**

**B**ODY AND FENDER refinishing is *fast, easy and profitable*—when you use the new B&D Utility No. 88 Sander! It's ideal for preparing surfaces for priming coats, and for sanding down the priming coat. It feather-edges beautifully—gets right up to moldings, door handles and other obstructions for a thorough job. The king-size sanding plate covers a full 40½ sq. in. at a time! It weighs only 8½ lbs., produces 5000 orbits per minute—is the most powerful of its kind on the market! Like all Black & Decker tools, it's quality-built with stamina for long life. For a free demonstration, see your regular B&D Utility outlet. Or write for free catalog to: **THE BLACK & DECKER MFG. CO., 629 Pennsylvania Ave., Towson 4, Md.**



**KING-SIZE BOTTOM PLATE**  
4½" x 9" extends beyond  
body of tool for sanding up  
to molding, handles, etc.



**MODERN SWITCH HANDLE**  
is located close to housing  
for better control, less oper-  
ator fatigue.



**AUXILIARY KNOB HANDLE**  
gives choice of three posi-  
tions for sanding close to  
obstructions.



**UNIQUE PAPER HOLDER**  
stays open when attaching  
or detaching paper for easy  
changing.



SANDERS



DRILLS



POLISHERS

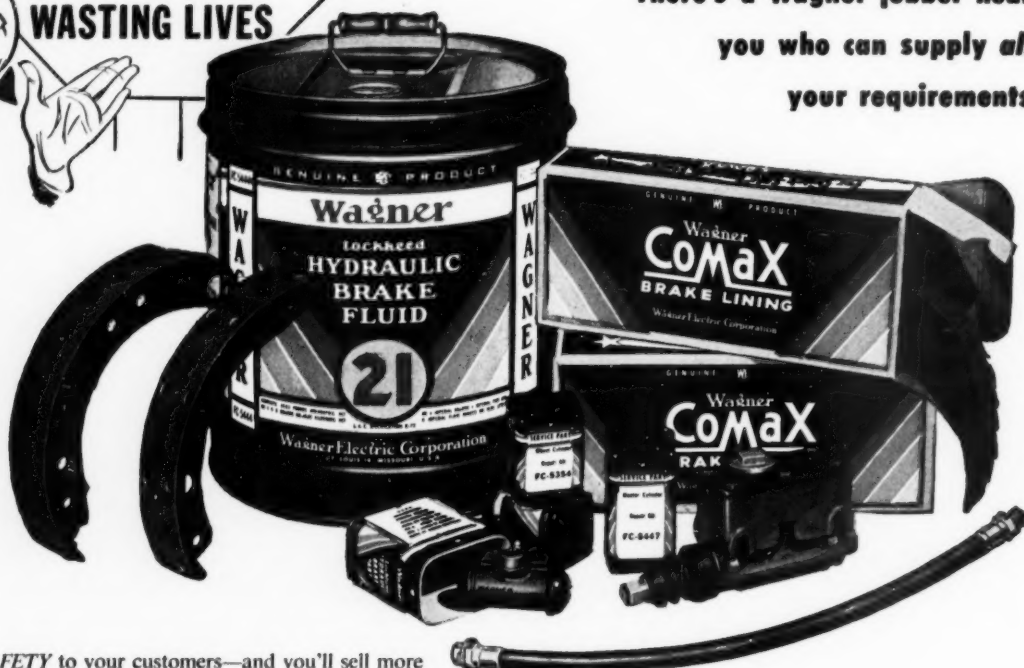
**Black & Decker**  
**UTILITY**  
**PORTABLE  
ELECTRIC  
TOOLS**

# Keep your customers' brakes safer....



## use genuine WAGNER BRAKE PRODUCTS

There's a Wagner jobber near  
you who can supply all  
your requirements



**SELL SAFETY** to your customers—and you'll sell more safety service, at greater profits, than you've ever thought was possible. Your Wagner jobber will help you. So will Wagner. In 1953, Wagner continues to run big, colorful ads in POST and COLLIER'S. (These two national magazines have a combined circulation of over seven million copies per issue.) The Wagner ads are aimed to arouse car, truck, and bus owners into action by reminding them—"Nearly 100 people are killed every day as the result of automobile accidents... Will you, and loved ones be next—due to your neglect?"

Brake systems should not be neglected... good brakes stop wasting lives.

Act now to tie in with this program. There's a Wagner Jobber near you who can supply you with genuine Wagner Lockheed Hydraulic Brake Parts and Fluid, and Wagner CoMaX Brake Lining. Through him you also get Wagner posters, streamers, circulars, mailing cards and other advertising material to help you sell more brake system service.

You can depend upon **WAGNER QUALITY** because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.



### Wagner Electric Corporation

6362 Plymouth Avenue, St. Louis 14, Mo., U. S. A.  
(In Canada: Wagner Brake Company Ltd., Toronto)

# Wagner

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • CoMaX • CoMaX BRAKE LINING • AIR BRAKES • TACHOGRAPHS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CRANE BRIDGE BRAKES

...the best known  
name in brake service



# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 33

JULY, 1953

No. 7

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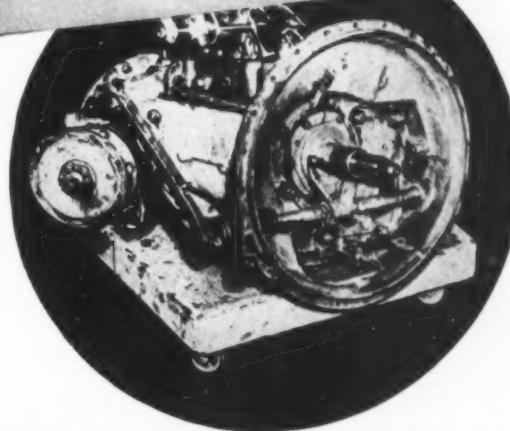
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SOUTHERN AUTOMOTIVE JOURNAL for July, 1953

for  
Bigger Profits



## Speed Motor Overhaul

THE cleaner you get your torn-down engines the easier you can detect fractures, excessive wear. Your mechanics then can see at a glance what needs to be done. They can get their repair work off to a quick start. You can rush more work through the shop.

There are Oakite cleaning compounds designed especially for use in hot or cold tank degreasing, cold-spray or steam-detergent cleaning. Each specialized cleaning compound has built-in reserve cleaning power. Solutions stand up under all kinds of heavy-duty cleaning. These hard-working, long-lasting qualities spell economy for you on all your overhaul and repair work.



**FREE** Booklet 4401 tells all about motor overhaul—also gives details of time- and money-saving Oakite methods for

- Degreasing parts
- Descaling motor blocks
- Cleaning motors and chassis
- Radiator conditioning
- Paint stripping

Booklet discusses all service-shop jobs. Write for your copy today!

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SPECIALIZED INDUSTRIAL CLEANING  
**OAKITE**  
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

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41

# All Hands Are Reaching For It!



## Sealed Power GI-60 Groove Insert

**The only dependable, economical answer to top-ring groove wear!**

Top-ring grooves wear out fast, because they get more heat than other grooves do. Sealed Power GI-60 keeps them from wearing out. It forms an armor-plate, heat-treated, spring-steel shield at the top of the top-ring groove, withstanding heat and erosion far better than cast iron or aluminum can. It is anchored permanently in place. It is the only dependable, economical answer to top-ring groove wear, in either new or resized pistons. Fleet-owners report GI-60 increases average piston life to as much as 200,000 miles! Sealed Power engineered the GI-60 and the tools for installing it. Let your Sealed Power jobber include GI-60 on every engine-overhaul job!

**Sealed Power PAX Pistons deliver as much as 4 times usual mileage**

Sealed Power PAX Ebonited Pistons are manufactured from genuine Lo-Ex\* Aluminum Alloy with silicon base, which dissipates heat most effectively. Special Eboniting process assures smoother-running engine because piston surface is oil-impregnated and oil-absorbing. Cam-ground with rugged internal construction for extra strength and fast heat transfer.

Every Sealed Power PAX Piston comes factory-equipped with the famous Sealed Power GI-60 Groove Insert, one of the reasons why fleet owners often report four times the regular mileage from PAX Pistons.

\*Registered trade mark of Aluminum Co. of America



## Sealed Power Corporation

MUSKEGON, MICHIGAN



# SPOTLIGHTING *the* NEWS

**3,250,000 cars** rolling off the assembly lines the first half of this year spell out plainly the job to be done the last half. You're not going to be able to tell the manufacturers simply to cut production because demand has slumped. Henry Ford II, pushing hard with an eye toward outproducing Chevrolet in less than two years from now, led a recent press conference at which his lieutenants asserted that the market couldn't absorb this year all the units which could be produced. But the market can absorb what Ford can produce, they said.

**Service managers** know — or they are going to be told — that this shakes down to an ultimatum to streamline their operations so they'll swallow bigger bites of the general overhead. Dealers can then trade more closely, once they know the running expenses are being absorbed to a great degree by the shop's customer labor. One hundred per cent "service absorption," as this is called, is being sought by more dealerships now than in many a moon.

**Garagemen** can expect keener competition for the repair dollar. For them, too, the overhead dollars must be shrunk or a greater effort will be necessary to bring in extra dollars. The "men" are going to be separated from the "boys" in a gradual wringing out in competitive days ahead.

**Phone** operators are not often thought of as overhead-reducers. But consider what a fairly young and definitely aggressive dealer at Richmond, Va., has done. He's got his operator on an incentive-pay plan by which she profits if she checks up on long-distance calls by authorized persons in the firm. When they're approaching their quotas, they are so advised. Just one way in which expenses are being trimmed by Paul H. Pusey, Jr., as related in the article beginning on page 47.

**Used cars** continued to back up deeper on the lots throughout the South last month, creating the dam to be broken if substantial profits are to be realized in the final washout by many dealerships. What's to be done about it? One idea was emphasized by a spokesman for Joe's Chevrolet Co., Beeville, Texas: "We are trying to contact used-

car buyers before they have a chance to shop around. The best deals are made with the first contact." A potential buyer on the lot is worth (quite often) far more than two on somebody else's lot!

**Bibles and kids** were woven together by one North Carolina used-car salesman recently. He called together in their backyard the six children of the couple who were dickering on a car. He virtually gave them a sermon and then distributed a Bible to each. The parents were impressed so much that they capitulated. But two months later they found the car wasn't to their liking and turned it loose.

**A sales plan** calls for this sort of thinking, said one veteran sales manager: Analyze your program for the next 12 months, determine how many new and used units you must move to make the profit you feel you must have, and then go after those deals which offer enough profit. Don't take up time with those prospects who are doing more shopping than they are buying. Then if you see month by month that you're not meeting the quotas you have set, take steps to scale down your overhead or spur sales. He's not getting rich by any means, he admitted, but that's the plan he's following.



**A final move** you can make, if you're well

heeled, could be one like one dealer took a few months ago. He engaged a firm of management consultants to study his operations and come up with suggested improvements. The cost was to be \$5,000; it wound up at \$10,000. However, things were buzzing toward decidedly higher net profits last month a few weeks after the suggestions had been inaugurated. He wouldn't give the details, but did admit that the mechanics were making well over \$100 a week, largely through having been fired up with the fact—stressed to them at conferences—that the less time spent loafing and the more time spent in doing good work, the fewer would be the comebacks and the fatter would be their take-home pay. For the mechanics alone the increased pay was running more than 50 per cent above what it had been. Other departments were beginning to show bright marks on the ledger of this establishment, too.

**In the socialistic attacks on the  
electric-power industry we find that**



# **It CAN Happen Here—**

**By FRANK M. WILKES**

**President, Southwestern Gas & Electric Co.**

**S**OON after the turn of the century, a small group of English pseudo-intellectuals, infected with the doctrines of Karl Marx, formed what was known as the Fabian Society. Their purpose was to destroy England's long-time free-enterprise system, and to replace it with socialism and its running mate, communism.

The society was named after a famous Roman general, Quintus Fabius, who was able to defeat the invading hordes of the Carthaginians under their great general, Hannibal, without actually meeting them in open battle, but with a policy of attacking behind their lines, cutting off their supplies and weakening them at their base.

Following a similar undercover policy of boring-from-within, the Fabian Society in the last 50 years has been undermining the great British empire, which once boasted that the sun never set on its possessions.

Soon after the forming of the Fabian Society, similar organizations were started in this country. They adopted the same kind of tactics, designed for the overthrow of our American way of life.

You may say, "It can't happen here!" But the answer is that it is happening here, and already the Fabian tactics have succeeded in undermining a considerable portion of our free-enterprise system.

To realize what goes on here, one must first understand that communism and socialism are alike in their basic concept that government ownership should supplant our profit system.

Actually, government in any business is socialism, and unless the American people wake up to this simple fact, the things that made America great over the last 200 years will be lost in the lifetime of those now of age in this country.

The initial target for the boring-from-within tactics of the socialists and the "pinks" of this country has been the electric-utility industry. Despite its outstanding performance—despite the fact it is the only major industry furnishing a better product than was available ten, 15 and 20 years ago and selling it for less money—the electric-utility industry has become the primary object of our Fabians in a long-range campaign to do away with the private ownership of all business and industry in this country.

## **Government Enters the Utility Field**

We might say it started as an aftermath of World War I, in the disposal of one of the federal government's belated war-time developments, its Muscle Shoals nitrate plant on the Tennessee River in Alabama, together with a dam and a steam electric generating plant.

Many fair offers for purchase of the property were rejected, and several bills providing for government ownership and operation were killed by Congress. But soon after the coming of the New Deal, in 1933, a new bill was introduced in Washington authorizing the completion of Muscle Shoals and providing for "flood control, navigation and for other purposes" on the Tennessee River.

From this bill, which did not claim "public power" as its principal purpose, has grown the Tennessee Valley Authority, which now dominates the economic

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Larger quantities will be supplied at cost, 3c each.  
W. R. C. SMITH PUBLISHING COMPANY  
806 Peachtree St., N.E., Atlanta 5, Ga.



# And It HAS!

## No. 8 of a series on problems of business and government

life of the area several times as large as that contemplated in the original bill. It is now purely a power project, providing little or no flood control, or navigation. By the middle of 1956, it will be producing more than two-thirds of its total output of energy by steam power. It has completely destroyed every private electric utility in the area served by it, and is now spreading into the Cumberland Valley over the protests of the citizens of that valley, and is endeavoring to take over more and more of the property belonging to private companies in neighboring areas.

Immediately following the passage of the Tennessee Valley Authority Act, in May, 1933, Congressman John Rankin of Mississippi introduced a bill providing for nine TVA's which would cover the entire United States, and which if it had been passed would have quickly and efficiently completed the socialization of the electric industry in this country. Congress, however, was beginning to wake up to the fact that the TVA had little or no intention of fulfilling its constitutional purposes, but was aimed directly at socialization of this country. The Rankin bill died in the committee.

In the years that followed, the Missouri Valley Authority, the Columbia Valley Authority, the Arkansas Valley Authority and other authority bills have all met the same fate. However, efforts of socialization to destroy the industry did not stop with this rebuff. Through various relief agencies, such as the Public Works Agency, Works Progress Administration, Federal Works Agency and other alphabetical agencies, the government proposed and in many instances made loans and grants to the states for the development of several rivers as "make-work" plans to help



MR. WILKES has been connected with the electrical industry continuously since his graduation from the University of Kentucky in 1908, with the exception of a period of military service during World War I. In 1919, he became commercial manager of the Arkansas Power & Light Co., and ten years later he was vice-president and general manager. As president of the Southwestern Gas & Electric Co. for the last ten years, he has been one of the recognized leading spokesmen for the electric-power industry in its efforts to ward off the socialization of this great American industry.

alleviate the depression. Several of the states took advantage of this offer, among them Nebraska, where the Nebraska Power Authority has now taken over all of the private electric industry in that state; and the Lower Colorado River Authority, with headquarters in Austin, Texas, where all electric utilities in 19 counties have been taken over by the state authority. Also, this is true in the Pacific Northwest, with the development of Bonneville Power Administration, and various multiple-purpose projects of the Bureau of Reclamation.

### Perversion of the REA

In 1936 Congress passed what I consider one of the most constructive pieces of legislation ever placed on our statute books. This was the Rural Electrification Act of 1936. It represented a real desire on the part of Congress to assist rural areas in obtaining electric service. Its passage was not opposed by any of the electric utilities. It was very carefully drawn in the effort to eliminate any chance of perversion by the borers-from-within. And during the first three years of the REA, great strides were made not only in rural

*(Continued on page 100)*

# Attention! When you service

PLYMOUTH • DODGE • DE SOTO

CHRYSLER • DODGE "Job-Rated" TRUCKS

Always use

# MOPAR

TRADE MARK

*to be sure of genuine  
Chrysler Corporation  
parts and accessories*



Especially engineered for these cars or trucks by the people who built them.

Made to the same high standards as the original parts ... to fit right and work right.

For top performance, use only MoPar Parts. They mean customer satisfaction!

**More and more car and truck owners  
are being sold on MOPAR**

With intensive sales promotion and stepped-up nationwide advertising in outstanding consumer magazines, MoPar is helping bring more and more customers to the man who displays the MoPar sign.

Drivers everywhere are being thoroughly sold on the higher quality, better performance and longer life of MoPar parts—the *only* genuine parts and accessories engineered especially for all cars and trucks built by Chrysler Corporation.

Let the MoPar sign be *your* sign of superior service and greater customer satisfaction!

Display  
the MOPAR  
sign!

to let people know you recommend and install MoPar parts. To find out how you can qualify for a MoPar sign, write to P. O. Box 779, Detroit 31, Michigan.



**CHRYSLER CORPORATION,  
PARTS DIVISION • DETROIT 31, MICHIGAN**



## Sparking Every Department with a High-Powered Incentive Plan

**I**F YOU'RE going out for volume in the automotive business these days, you have to fire the spark toward greater effort in every department.

We believe the figures show that our incentive plan has done just that.

Instead of moaning and groaning about a drop in the used-car market or a long row of empty stalls in the service department, we believe in sizing up the situation and doing something about it.

We felt that way back in 1950, when we decided to expand into a volume operation. We wanted big volume, but we also wanted steady volume—and regular customers.

In line with these objectives we worked out an incentive pay plan that would affect every department.

We started with the body shop. We called in our estimator and explained that from here on out we were interested in volume, not profit per job. We told him he

By **PAUL H. PUSEY, JR.**  
President, Paul H. Pusey, Inc.  
(Lincoln-Mercury)  
Richmond, Va.

would be paid on the number of jobs we landed on his estimates

"The incentive pay plan makes us all pull together for our mutual benefit," this dealer discovered.



each month. In other words, if he made 100 estimates a month, and we got 75 jobs, he would get a bonus. Our estimates would be competitive; rates would be brought down through volume business.

Our plan was set up and effects began showing at once. Let me give you a few comparative figures for 1948 and 1952. We doubled volume. Our production showed a 100 per cent increase during those years.

Take the body, paint and trim department as an example, though all departments showed comparable rises. We had a monthly average of in the three-month period of August, September and October:

1948	1952
\$5,000-6,000	\$10,000-12,000

But these were not our only gains. Employees entered into the spirit of the plan and upped their earnings as they put all they had into quality and quantity production. We have no labor turnover in



The foreman in the quick-service department, which includes tune-up, receives \$25 for each \$250 in gross sales beyond a specified figure.

speak of. Our men average five years of service with us. A few have been with us since our opening in 1945.

To get back to our estimator and how the plan works:

If we are awarded jobs on 75 per cent of the total monthly estimates, he gets a bonus in addition to his weekly salary of \$67.50. If he gets 95 per cent of total estimates made, this bonus reaches \$150. If he makes his yearly quota, he gets an additional bonus of \$350.

Our body mechanics work on a 50-50 basis and get an extra five per cent on customer labor after \$625 has been turned in. With base pay for a body man approximating \$150 a week, they average \$50 a month bonus under the incentive plan. The highest weekly pay for one of our top body men was \$254.

Of course, a factor helping our increased volume is that we do not wholesale cars. Every car is retailed locally, providing a greater potential for service from residents.

We have an assistant service manager and three service salesmen who get \$25 a week and five per cent on everything sold. Trained to give the customer what he wants when he wants it, they follow cars through all departments until they are back in the customer's hands.

In our quick-service department, which includes tune-up, lubrication, washing, waxing and accessories, the foreman is paid a salary

and bonus on all jobs and sales made by the mechanical department.

If volume in major mechanical repairs or our "crane operation," as we call it, exceeds \$5,750 sales for the month, our foreman draws a \$75 bonus. Then we start bracketing sales and for each \$250 increase in sales an additional bonus of \$25 for each bracket attained is also paid. The bracket of \$6,750 gross sales would pay an additional bonus of \$50, for example, and the next of \$7,000 would mean a \$75 extra bonus. If this department exceeds \$10,000 sales for the month, a bonus of \$275 is paid.

What one of our mechanics in the "crane operation" had to say on the incentive plan is typical of general feeling throughout our shops. Lewis Hendricks, who was trained in our shop seven years ago, recently remarked, "The incentive pay plan is wonderful. It makes you want to give the 'bestest and mostest' you've got."

Mechanics in the "crane operation" get paid on a 50-50 basis on jobs turned out, plus five per cent for over \$425 on external repairs (customer paid repairs beyond warranty period). The mechanics draw average weekly pay of \$115 and a \$35 monthly bonus.

Mechanics on the quick-service operation also receive an extra five per cent after they turn in \$425. In the lubrication department, as in the others, the men and manager are paid on the basis of a salary guarantee and five per cent bonus after they exceed their quota.

We used to get no more than ten to 12 washings out of an eight-hour day when our wash boy was paid a salary of \$38.50 a week. Under the incentive pay plan we pay a flat 65 cents on every car washed and now get 20 car washes a day out of the same wash operation. Earnings of the wash boy have gone up to \$57.50 a week.

Accessory-sales cards are carried by every mechanic and amounts are punched out when items are sold. When a mechanic has a card completely punched out—representing total sales of \$50—he gets ten per cent or \$5.

(Continued on page 96)

Body men work on a 50-50 basis and each man gets an additional five per cent on customer labor after he has turned in \$625 for the month.







# Mobile Leads Again!

WITH a stronger accent than ever before on fun and a stage show, a majority of the jobbers of Mobile, Ala., staged their third trade rally June 11 at nearby Fort Whiting.

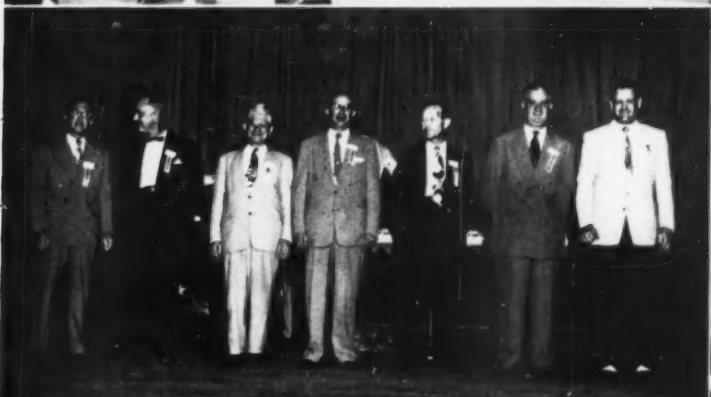
Hundreds and hundreds of men

in the retail automotive industry were on hand.

B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association (center panel below), was the only speaker, covering some phases of the

"Care Will Save Your Car" and "Get It from Your Jobber" industry-wide program.

Sponsoring wholesalers (in bottom photo at left) were: James C. Parker of Motor Parts & Supply, Isadore Kohorn of Dixie Auto Parts, W. C. "Bill" Betbeze of Betbeze Spring Service, Edward Coward of Allied Auto Parts, Carl L. Davis of Davis Motor Supply, Paul A. Peck of Mobile Electric Garage and S. F. McEachern of Prichard Auto Parts.





## *Scrapping Good Time--from Scrap*

Semi-annual parties are held cost-free by employees of Thomas Buick, Inc., at Asheville, N. C., through the courtesy of the junk man and the desire of President Walter A. Deal that a little fun is mixed in with business. Games, contests and square dancing, plus good food, are financed, as usual, by calling the scrap-metal man, who hauls away at the rate of \$1 a 100 pounds. This latest party's total cost was \$267. Em-

ployees keep an eye on the scrap barrel upstairs, while the bookkeepers downstairs watch the scrap cash fund. Even after paying for rental of a hall, furnishing prizes and meeting other expenses, the fund still is sufficient to help meet a big slice of costs of staging the Christmas party also. The Coke machine profits provide a small portion of the fund. President Deal holds prize can in photograph at far left below.



**P**ICKIN'S for the scrap-metal man are pretty good at the Buick dealership in Asheville, N. C.

What he gets comes out of a carefully-placed barrel into which employees see that every prospect for that barrel finally winds up.

The reason is due to the employer-employee recreation program which has been going on at Thomas Buick, Inc., for some time. Every visit of the scrap man means added dollars to a fund which is milked several times a year for wholesome employee gatherings.

It doesn't offend employee or customer, this habit of keeping discarded parts and other scrap in a barrel instead of in some unsightly pile in a corner, as is true in so many automotive shops.

It doesn't make employees and their families a mite unhappy, either, this thing of assembling in some comfortable spot a couple of times a year for fun and fellowship.

It doesn't make the bookkeepers' hair turn any grayer, either, in figuring the gross and net profit operations, 'cause the party's not on the house. Being instead "on the scrap pile" helps to add more zest to the parties. If you don't believe the boss enjoys the parties, too, look again at the proof herewith.

Like New Orleans' Mardi Gras, Fun and Frolic reign once these parties are under way. For example, at this latest one the group went out at 6 p.m. to a club. A local caterer had been engaged to supply stomach-stretching stacks of hot dogs, fried chicken, coffee, beer, etc.

The food disappeared rapidly and then the group went into the building for dances, games and



While the latest party was under way at Hominy Valley Horse and Hound Club near Asheville, most of the Negro employees elected to have steak and chicken at a restaurant situated within the city.

other contests. Everyone had been advised to come dressed for the occasion.

Square dancing (something in which only the able-bodied participate for very long) was one means of using up energy kindled by the fine food.

President Walter A. Deal sees no reason for expanding at great length on the value of holding such assemblages. His attitude instead when interviewed was one of wondering why they shouldn't be held.

The employees like them and he likes having them. They're good for employer and employee and the scrap supplies the cash. With that line of thinking, he feels that there's no reason for a lot of quotations from him in support of continuing these shindigs.

The Thomas Buick parties are

restricted to employees and their wives or husbands. It has been concluded that this permits the group to achieve its goal of complete relaxation easier than if there were strangers present — people invited who were not known to very many of the other employees.

No dates are fixed annually for the two outdoor outings. The cash accumulating on the books to this fund is watched closely by the bookkeepers, who begin passing the word around when it looks like enough money is on hand for another party. Then the pressure comes down on Deal, who isn't very hard to persuade.

The fund even provides handsome prizes which are awarded to winners of the wide assortment of contests staged every time.

That's a mean leg President Deal is shaking (right).

Blowing a ping-pong ball—right—is a bit difficult!





OPEN HOUSE TONITE SMITH MOTOR CO



Extensive advertising, including aerial, gave the opening a boost that has resulted in higher volume.

## It's Spelled "\$pace" in Texas

**C**USTOMER labor increased by approximately one-third for Smith Motor Co. of Cuero, Texas, after this Chevrolet dealership occupied last January a new plant one mile removed from the old location in the center of this community of 8,600 population.

The business had been actually scattered in three buildings, according to Owner L. N. "Newton" Smith and all three departments or units were handicapped by downtown congestion. Furthermore, in the main service unit all traffic was in and out the same door.

The new plant, which showed its customer-labor increase starting immediately after the opening, stands on a lot 200 by 257 feet. This circumstance, affording incomparable accessibility for Cuero and greatly improved service facilities, accounts for the increased business.

Smith has been told that his new dealership is perhaps one of the

**By Baron Creager**  
Southwestern Editor

most complete in facilities and equipment for any community of comparable size. However, there are 9,651 owners in the territory and Cuero serves five other communities in the region.

The new Smith plant contains five twin-post lifts, four for passenger cars and one for trucks. Reel-type equipment supplies water, air and light at each mechanic's stall. The lubrication stall is supplied with oil through reel-type equipment and all grease and oil are stored conveniently, just outside the rear of the main building.

"We started planning for this in March of 1952," Smith related. "I did some traveling, looked at a dozen different dealerships, then sat down with the architect and laid out the floor plan. Then I traveled and looked some more and

when I got back we discarded the original floor plan and started over.

"One thing we did here that we think is an advantage was to arrange for storing all bulky parts in an upstairs area over the front of the main structure.

"To move these parts up we have a made-to-order lift of 3,500 pounds capacity. The contractor designed and installed a five-by-six steel plate floor for the lift, which cost \$950 installed complete, compared with an \$8,000 bid for an elevator to do the same job. Bulky parts are easily handled since they are delivered to a door only 18 feet from the lift."

The main building, 70 by 140 feet, is of sheet-metal construction, with an attractive, glassed-in showroom, 28 by 32, projecting forward in a manner that commands principal attention in a glance by a passing motorist.

Original plans called for the main building to include both



body and paint departments, but it soon became evident this would crowd service facilities. So the paint booth was retained in a corner of the main building and a second, but smaller structure, for the body department, was erected in the rear. It is 70 by 24 feet.

All the exterior area is paved. The dealership is flanked on one side by trucks and on the other by the used-car display, under a protective, permanent canopy, with good lighting facilities for night.

Salesmen praise the used-car display arrangement since the merchandise is protected from the elements and inspection by prospects can proceed in all weather with relative comfort. Protection of used cars also conveys to prospects the idea that Smith Motor Co. thinks well of these used cars and intends to perpetuate their values. A similar protective display will be constructed for trucks.

The range of a paging system includes these outside points, as well as other key points within the dealership, making it possible to transmit information or summon personnel to the telephone, regardless of where the person wanted is at work.

Owner Smith did not have the experience of some other dealers whose mechanics became temporarily unhappy with the overnight change to lifts.

"At the time of the opening, and changeover, they seemed to take the lifts in stride," he said. "Of



Attendance at the formal opening was about 3,500 in this Texas city of 8,600 population. Evidence that people were favorably impressed by the plant is found in a rise of one-third in customer-labor sales.

course, they had to get accustomed to lifts, but the word has gotten around that lifts make it easier for a mechanic, especially after his muscles become accustomed to new positions. These lifts, and other new facilities in the new plant, tie mechanics closer to the organization."

The opening referred to by Smith was a big event in Cuero, for 3,500 people jammed into the dealership between 7 and 10 o'clock the night of Jan. 9. Principal incentives for the crowd were

a new-car showing and the awarding of a 21-inch television set.

However, to get this attendance, Smith Motor Co. dominated practically every form of advertising in Cuero for two days.

Opening announcements were broadcast over the local radio station every 30 minutes on Jan. 8 and 9, a full-page advertisement appeared in the local newspaper, a plane flew overhead pulling a lettered announcement and on the evening of the opening the high school band paraded. Previously, invitations had gone out to all 1,200 on the Smith Motor Co. mailing list.

This made-to-order lift for moving parts to an upstairs storage area cost \$950, installed. The steel plate floor, measuring five by six, has a capacity of 3,500 pounds to move the larger items efficiently.



## Speak Up, Man!

"Openings" are always a time of trouble and "tribulation," as anyone knows who's experienced one.

What's the best idea which you have uncovered in your own dedication? The editors would be delighted to hear from you at 806 Peachtree St., N.E., Atlanta 5, Ga. The advertising to be given your reply will be "on the house."

One official reported advertising he would pay \$5 for each "flying saucer" found and returned to his place. He had 500 dropped by a plane and figured correctly that the river nearby would swallow most of them!



## The East Texas Field— Success Story in Oil

By **LIEUT. GEN. ERNEST O. THOMPSON**  
Chairman, The Texas Railroad Commission

**N**O ONE could possibly be more interested in oil and gas conservation than the automotive industry and its customers—the users of cars, trucks, buses and airplanes and motor craft. Therefore, it is with pleasure that I write this article for *SOUTHERN AUTOMOTIVE JOURNAL* at their request.

Conservation as applied to oil and gas resources does not mean the locking up nor the denial of man's use of these natural resources. On the contrary, conservation as applied to oil and gas means wise use of the reservoir energy which drives the oil through the rocks and sands to the well bore and to the surface of the earth where it can be used by man.

Our Supreme Being gives us the intelligence to discover the bounties of nature locked up in her storehouse under the ground just about the time that we need them for our advancing civilization. Then as we discover these bounties of nature by unlocking these

storehouses one after the other, the intelligence is given to us, generally under the press of necessity, to harness and properly

**A prominent Texan and leader in oil circles reveals how conservation is proving to be a triumph of science and administrative law and stewardship of Mother Nature's blessing to this industry.**



utilize these forces of nature. This paper is a short discussion of such an event in the evolution of the production of oil and gas.

When petroleum was first discovered by Colonel Drake in Pennsylvania in 1859, about the only use that had been found for the products of petroleum was coal oil or kerosene for lamps and lanterns.

I am sure that those of you who are old enough can remember when your mother would send you to the grocery store with the coal oil can to be filled. The groceryman would fill the can, stick an Irish potato over the spout, and perhaps give you a stick of peppermint candy. Then you would go home and help your mother fill the lamps with coal oil; and if you were careful, she would let you help clean and polish the lamp chimneys.

Gasoline had no use at that time, and was allowed to waste down the creeks of Pennsylvania. With the advent of the internal-combustion engine, gasoline came to the forefront as the most highly desirable product of petroleum. Today, with the jet engine coming into big use, kerosene once more comes into its own as the fuel for these jet engines.

### **The Boom Was On**

When the East Texas Field was discovered some 22 years ago, it proved to be so prolific in production, and the oil from this field was so desirable for refining purposes, that the greatest drilling rush in all history came about; and within a few short months the gigantic East Texas Field produced so much oil per day that the price of crude broke to ten cents a barrel, flooded the markets of the world, and caused uneconomic operations in hundreds of oil fields throughout the country.

Something had to be done to control this enormous rate of flow. It had to be done in a scientific, legal, waste-prevention manner. Here was a challenge indeed to the science of petroleum engineering, petroleum reservoir control, and the application of sound legal principles through administrative law.

In desperation, the governor of Texas declared martial law and put the National Guard troops in the field in an attempt to shut the field down. This action did temporary good, but the order declaring martial law was stricken  
(Continued on page 122)

# "Double or Nothing" Cleaned the Lot

By Wilbourn McNutt

**I**NCENTIVE programs to spur his salesmen to greater effort and increased sales have worked well for Howard Norris, owner of Mid-Tex Equipment Co., Temple, Texas.

Two schemes have been used to advantage in recent months to keep sales high and inventory balanced.

The first was built around a sporting proposition—double or nothing!

Norris, who is agent for International trucks and tractors, put it to his staff of five salesmen this way at an informal sales meeting:

"Look, you guys, I'll make you a deal. For every sale you close while you are out in your territory, I'll pay you 20 per cent. But for every sale from your territory that I make here at the agency, I won't pay you anything. Is that a deal?"

Norris customarily pays his salesmen ten per cent of the net profit on sales from their territory. His salesmen jumped at the chance for double commissions.

But, Norris explained, a program like this has two rules that must be adhered to if it is to be effective.

"First of all, you want to start it at the beginning of a slump," he advised. "In my case, the boys were spending too much time here on the floor, working only the big accounts. In short, they had lost their vim and vitality and I wanted to restore it.

"This deal got them out into the country making calls and for weeks I could hardly find a salesman on the floor at all."

Rule number two is to put the campaign into effect for a specified length of time.

"In this case I set it up for 30 days," Norris said. "A time limit is necessary on any kind of sales promotion. If you don't have a limit,

it becomes dull and the salesmen lose interest."

How did this sporting proposition pay off for the firm?

"Well, I made enough off the sales from the floor to pay the double commission," said Norris. "But the best part of it was that we reaped benefits for two months after the end of the deal. Those contacts that the salesmen made paid off. A lot of prospects they called on during the 30 days drifted in weeks later."

By being alert and striving continually to promote and keep business, this 30-year-old businessman, a graduate of Texas A & M College, has established himself in less than five years as an outstanding dealer in an agricultural area where competition is keen.

Norris operates a garage for the repair of trucks and tractors and

handles agricultural implements, electrical appliances and garden tools in addition to his truck and tractor line.

With so many activities to look after, it's no wonder that he is always seeking and testing sales-promotion campaigns. To encourage responsibility, he has established a system of incentive pay for each of his departments.

This spring he tried a plan to increase sales of used trucks and tractors.

"You only want to use this one when you have a heavy load of vehicles to clear off the decks," he commented.

It works this way. Norris pinned a chart up in his office with the names of his salesmen down one side. Across the top, the weeks were marked off from March 1 to May 30, the period the contest was to run.

"I had a heavy backlog on a certain type of used tractor," said Norris. "To get rid of them, I agreed to put \$25 in the kitty for every one the salesmen sold.

"Then I set up a point system. Selling a new truck didn't bring any points at all. Salesmen got one point for a used truck selling for less than \$1,200 or a used tractor selling for less than \$1,000, two points for 'Super C' tractors or pick-up trucks and three points for a used truck selling for more than \$1,200 or a used tractor selling for more than \$1,000."

A kitty in the neighborhood of  
(Continued on page 98)

Howard Norris (right) checks over bills of sale with Linwood Meissner to find out the kind of results produced by his latest incentive plan.



# How He Promotes "Fix-It-Yourself"

By Baron Creager  
Southwestern Editor

**T**HE U-Do-It idea, successful in some fields such as home repairs, painting and decorating and successful, too, on the West Coast and in the North in the automotive repair field, has invaded the South with opening in Dallas, Texas, of the Fix-It-Your-Self Garage.

As indicated by the name, in this type of garage the customer supplies his own parts or buys them from management, and performs his own labor, availing himself of technical advice and help as needed. This technical counsel is maintained by the garage, along with tools and special equipment, all of which the working customer makes use of on an hourly fee basis.

Pioneering with his Fix-It-Your-Self Garage in Dallas is C. E. Jones, a man of considerable general knowledge in the automotive field, but not a mechanic. He started with \$5,000 worth of brand-new equipment, enough to make possible all normal shop opera-

tions except reboring and that was to be added if the demand was sufficient.

For the use of this equipment, and necessary hand tools along with advice and help of a seasoned mechanic, the customer pays \$1 for the first hour his car occupies a stall and 75 cents for each succeeding hour. But if the customer has an eight-hour job, the last two hours are free, making the hourly rate approximately 60 cents on eight-hour basis.

To head off the customer who would seek to leave his car in storage and work intermittently on his repair job, thus tying up a stall, a dead-storage charge of \$1 a day has been established.

Jones does not expect to become a competitive factor in the automotive repair business as far as independents and dealers are concerned.

"The trade I get will not be the trade that would go to either independent or dealer shop," he said.

"Many owners want to work on their own cars for one of two reasons. They cannot afford the charges of the established repair shop, or they are technically- and mechanically-minded and prefer to do their own work, but lack equipment."

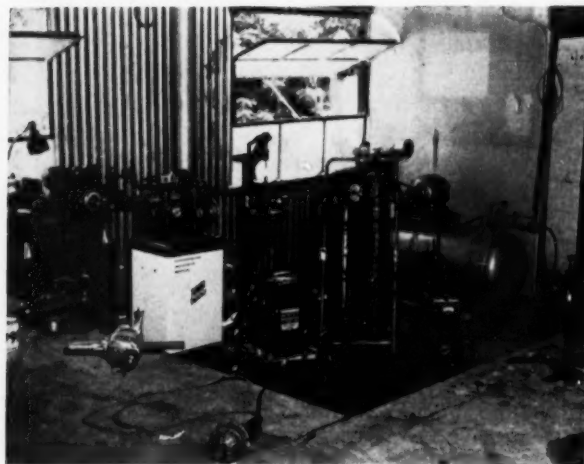
"Many of the young fellows who drive cars have as much if not more technical knowledge than trained mechanics and this applies especially to hot-rod drivers. It is my confident expectation that we will get substantial amount of hot-rod business."

Jones embarked on this venture after learning of the success of one Jack Aiken in Milwaukee, Wis. In the Aiken shop, according to a printed report in a Dallas magazine, business is so good that 12 stalls are on a reservation basis from Thursday through Sunday of each week. After a long distance telephone conversation with Aiken, Jones modeled his fix-your-own shop after the Milwaukee success, which applies the same hourly rates.

"Aiken says he sells a tremendous amount of parts, too," reported Jones, "so I am putting in a good stock of parts here—just the fast-moving stuff, such as spark plugs, generators and fuel pumps, but a range that will supply those parts for all makes of cars." He displayed a thick sheaf of parts orders, prepared by a Dallas jobber. Jones said similar garages in California also do a big parts business.

From what he knows of the business as it operates in California (Continued on page 108)

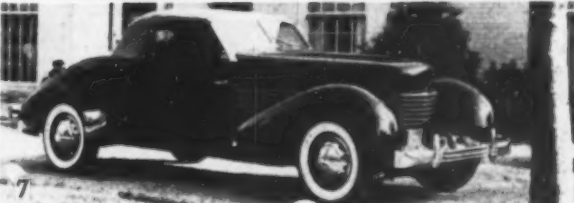
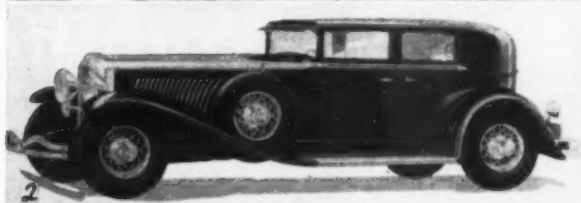
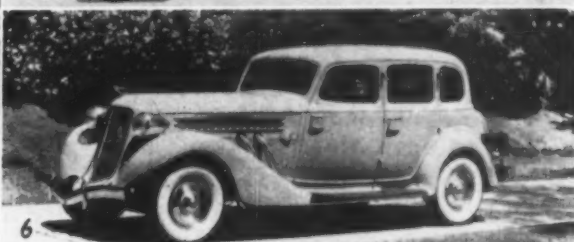
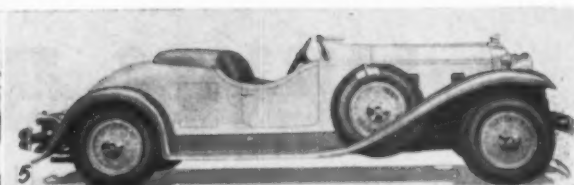
This equipment, along with tools, is used by the customers for a charge of \$1 for the first hour.



Owner C. E. Jones, center, and office manager, at right, confer with a customer on a job procedure.







## Do You Remember Them?

A true "spring chicken" won't be too good on this. Maybe you're not as young as you think, so try your hand (with these tips): 1—This engine developed 185 hp from its 12 cylinders. 2—No American passenger car has ever matched the power of this beauty. 3—This one boasted a unique, aluminum 16-cylinder engine capable of 200 hp. 4—This one really takes you back! The manufacturer is still going strong. 5—Its 155-hp straight-eight powerplant was an adaptation of a famous American racing engine. 6—A supercharger on this

straight eight furnished it 150 hp. The speedster version was guaranteed to do 100 mph. 7—A still-esteemed classic in styling, this front-drive car could be had with a 160-hp supercharged V-8 engine. 8—It had a V-12 engine that turned out 165 hp. 9—It's befitting to include this humdinger, since the manufacturer celebrated its 50th birthday June 16. Used either as a taxi or the family car, it had a 20-hp, four-cylinder engine and such features as a capacity to turn in a 28-foot circle. Turn to page 96 if you'd care to check your memory.



# NEWS BRIEFS *of the*

## 12,000 Dealers Expected For Miami Convention

**A** REGISTRATION of more than 12,000 is anticipated for the 1954 convention of the National Automobile Dealers Association, to be held Jan. 9-13 at Miami, Fla., it has been predicted by Ray Chamberlain, convention and exhibition manager.

An outstanding program of activity and entertainment has been planned, Chamberlain said after a recent visit to Miami to complete preliminary arrangements.

Alton M. Costley, East Point, Ga., is chairman of the convention committee. Members include: J. Saxton Lloyd, Daytona Beach, Fla., past president of NADA; W. S. Edwards, Jr., Birmingham, Ala.; A. H. Easterby, Greenville, S. C.; L. Flowers Hamrick, Greenwood, Miss.; Ben McGahey, Miami; Leo

J. Adeeb, Miami Beach; Martin Johnson and John H. Lander, both of Atlanta, Ga.; Walter Mallory, general manager of the Florida Automobile Dealers Association, and Frank R. Broadway, executive vice-president of the Automobile Dealers Association of Alabama.

## Kansans Study Plans For State Turnpike

**T**HE Kansas Turnpike Authority is optimistic about the possibility of a feasible turnpike being built to link Topeka with Kansas City and Wichita, O. W. Davis, who is a member of the authority and also chairman of the legislative committee of the Kansas Motor Car Dealers, reported.

Senator Bert Collard, Chevrolet dealer at Leavenworth and a past president of KMCD, is also a member of the authority.

## Used-Car Membership Approaches 3,000

**M**EMBERSHIP in the National Used Car Dealers Association is approaching 3,000 after an increase of 50 per cent during the past six months, according to Jim Downing of Atlanta, Ga., chairman of the board.

By the time of the annual convention, to be held Oct. 7-9 at the Buena Vista Hotel in Biloxi, Miss., membership will have passed the 3,000 mark, it was predicted by President Ray Hayward, Omaha, Neb.

"Now that the buyers' market has taken firm command in new as well as used-car sales, it is highly essential that buyers know where they can purchase those used vehicles that can offer the greatest number of safe driving miles at the best possible price," said Downing in a comment on the effect of the association's "code of ethics."

## Buick Hits 7,000,000

The 7,000,000th Buick to be built since the company was organized 50 years ago rolled off the line at Flint last month, 2½ years after the 6,000,000th car was built. Current production is at the rate of 600,000 annually, Ivan L. Wiles, general manager, said.

## Fleet Men Discuss Pistons

Frank Schmidt, automotive engineer for Sealed Power Corp., was the speaker at the June meeting of the Fleet Superintendents Association, Atlanta, Ga. He discussed valve burning, piston rings and sleeves.

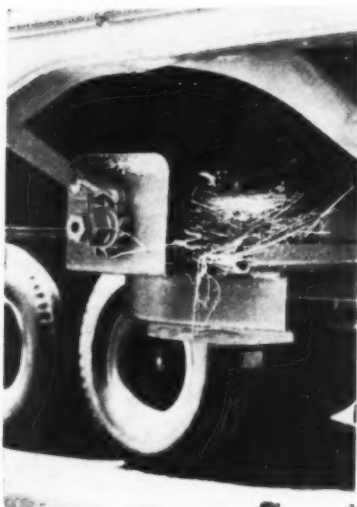
## Sloop Named at High Point

Kermit Sloop of Sloop's Auto Service has been elected president of the High Point (N. C.) Automobile Dealers Association. R. A. Parker, Jr., of Neill Pontiac is secretary-treasurer.

The hard-working convention committee of National Automobile Dealers Association is shown at its initial meeting in Miami Beach, Fla., where the convention will be held Jan. 9-13. Members include (l. to r.): L. J. Smith, assistant convention and exhibition manager of NADA; Ben McGahey, Miami, Fla.; L. Flowers Hamrick, Greenwood, Miss.; Martin L. Johnson, Atlanta, Ga.; Walter Mallory, general manager, Florida Automobile Dealers Association; A. M. Costley, East Point, Ga.; Ray Chamberlain, convention and exhibition manager; Frank Broadway, executive vice-president, Automobile Dealers Association of Alabama; W. S. Edwards, Jr., Birmingham, Ala., and John H. Lander, Atlanta, Ga. Plans are well under way, Chamberlain said.



# AUTOMOTIVE INDUSTRY



Folks who have anything to do with selling trucks get hardened to an occasional cold and suspicious stare, but this one really stopped the people at the Toronto, Canada, sales branch of Fruehauf in their tracks. Living up to their reputation for kind-heartedness, the truckers and salesmen delayed delivery of this 32' trailer to a transport company until the mother robin could hatch her brood and fly away.

## N. C. Requires Turn Lights

Vehicles registered in North Carolina will be required to have mechanical directional signals if the particular model or series went into production after July 1, 1953. The law does not affect current models, even though a particular vehicle may have been manufactured after July 1. But it will affect all subsequent models.

## Studebaker Names Managers

Appointment of three Southern district managers has been announced by The Studebaker Corp. They are James R. Warnes, Atlanta, Ga.; John H. Moor III, Dallas, Texas, and Joseph E. L. Johnson, Kansas City, Mo.

## Trailers Roll Off Line At Georgia Factory

**T**HE first house trailer came off the assembly line at the Brunswick, Ga., plant of Oltman-Tucker Corp. last month and production is at the rate of about one trailer a day.

The first trailer was a 41' model, completely furnished. It sleeps seven people and has a 12' living room.

The continuous assembly line was set up in a group of shipyard buildings that were constructed during World War II and had not been used in recent years.

## Span-O-Life Enlarges Texas Facilities

**F**ACILITIES to increase production of Span-O-Life batteries by some 300 per cent have been purchased in New Braunfels, Texas, it has been announced by Robert

V. Abshire, president of Life-Time Battery Corp. The 27,000-square-foot plant will be in full operation this month, it was stated.

In the first quarter of 1953, sales of its batteries increased 102 per cent over the same period in 1952 in Texas alone, Abshire said. Five state franchises have been granted this year and plans are to expand to all 48 states by the end of 1953.

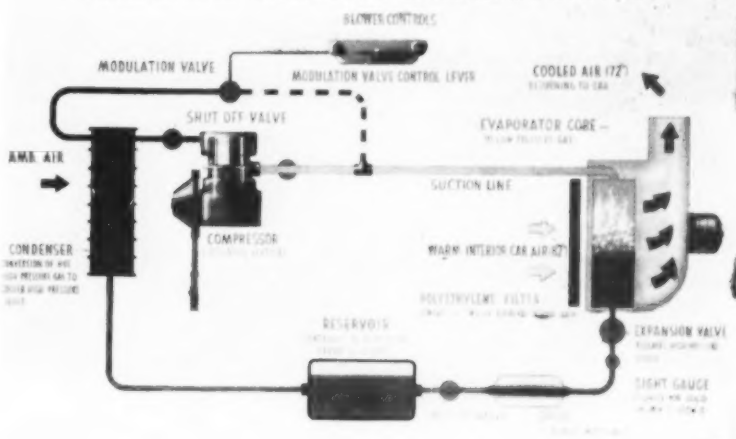
## Car Show Will Highlight Mid-South Exhibition

**A**N AUTOMOBILE and truck show, the first held in the area in a number of years, will highlight the Mid-South Fair and Livestock Show at Memphis, Tenn., Sept. 24-Oct. 3.

In addition to current models, the show will contain a special section for hot rods and one for antique cars. Equipment and displays from national car shows will be featured by dealers.

An air-conditioning system with modulation valves and controls that permit the temperature to be regulated as passengers wish is now available as optional equipment on 1953 Lincoln Cosmopolitan and Capri models. The unit is a mechanical system, belt-driven from the crankshaft, and uses the principle of recirculation. A heavy-duty radiator and a five-bladed fan are the only major changes required to accommodate the system. A condenser is installed in front of the radiator and an evaporator in the trunk compartment. The unit weighs approximately 170 pounds and is reported to be quite compact.

## SCHEMATIC OF LINCOLN AIR CONDITIONING SYSTEM



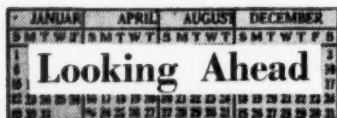


## Kentuckians Will Hear Millions at Meeting

**P**AUL Millions, a vice-president of Commercial Credit Co., Baltimore, Md., and a native of Georgia, will be one of the principal speakers at the annual convention of the Kentucky Automobile Dealers Association, to be held Sept. 20-22 at the Phoenix Hotel, Lexington, Ky.

Millions will discuss what seem to be the most important current sales and operating problems at the time of the convention.

"Sunshine Gene" Flack, sales counsel and director of advertising of Sunshine Biscuits, Inc., and one of the country's best known and most widely traveled speakers, will also be featured at the convention, it has been announced by Paul Dexheimer of Somerset, president of the association.



Aug. 23-26 — Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs, W. Va.

Sept. 17-19 — Annual convention of New Mexico Automotive Dealers, La Fonda Hotel, Santa Fe, N. M.

Sept. 20-22 — Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington, Ky.

Sept. 24-26 — Annual convention of Automotive Wholesalers of Texas, Austin.

Sept. 27-29 — Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs, Ark.

Sept. 27-28 — Annual convention of Georgia Automobile Dealers Association, Biltmore Hotel, Atlanta, Ga.

Oct. 2-3 — Annual convention of Kansas Motor Car Dealers Association, Town House Hotel, Kansas City, Kan.

Oct. 4-6 — Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.

Oct. 7-9 — Annual convention of National Used Car Dealers Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 11-13 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 18-20 — Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-27 — Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-27 — Annual convention of Florida Automobile Dealers Association, Sheraton Beach Hotel,

## Daytona Beach, Fla.

Oct. 29-Nov. 1 — Annual convention of Automotive Parts Rebuilders Association, Sherman Hotel, Chicago.

Nov. 9-11 — Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Va.

Nov. 18-19 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa, Okla.

Dec. 7-8 — Annual meeting of The Oil Industry TBA Group, Chase, Park Plaza and Forest Park Hotels, St. Louis, Mo.

Dec. 7 and 10 — Annual convention of Motor and Equipment Wholesalers Association, Chicago.

Dec. 7 and 10 — Annual convention of National Standard Parts Association, Sherman Hotel, Chicago.

Dec. 8-9 — Automotive Service Industries executive booth conference, Navy Pier, Chicago.

Jan. 9-13 — Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

May 10-11 — Annual convention of Missouri Automobile Dealers Association, Kansas City.

May 15-20 — Annual convention and Bermuda cruise, South Carolina Automobile Dealers Association.

May 20-25 — Annual convention and Bermuda cruise, North Carolina Automobile Dealers Association.

Dec. 8, 9, 10 and 11, 1954 — Biennial Automotive Service Industries Show, Navy Pier, Chicago.



This aluminum casting, held by John P. Mansfield, president of Plymouth Division, houses the torque converter and clutch for the Hy-Drive no-shift transmission. Use of aluminum permits more efficient design and simplifies machining, Mansfield said. Production of the transmission is now at a rate exceeding 3,300 a week. (Technical story, page 66.)

## N. C. Dealers Set Date

The 1954 annual convention of the North Carolina Automobile Dealers Association, which will be in the form of a cruise to Bermuda, will be held May 20-25. The dealers will sail from Norfolk, Va., and will return to that city.

## J. J. Newman Retires

James J. Newman, vice-president of The B. F. Goodrich Co. and a former chairman of the Inter-Industry Highway Safety Committee, retired July 1. He joined the rubber company in 1931.

President Robert R. Snodgrass of the Atlanta Chamber of Commerce (white suit at right) is shown presenting to Editor William C. "Bill" Herbert of SAJ the National Safety Council's Public Interest Award for 1952, based primarily on the special safety issue in November. Snodgrass is vice-president of National Safety Council and a Southern leader in safety movements. At right is William J. Rooke, president of W. R. C. Smith Publishing Co., the publishers of SAJ, and at extreme left is Technical Editor E. M. Lowery. Other staff and safety officials appear in background.





## Brunner Will Build Plant in Georgia

**B**RUNNER Manufacturing Co., Utica, N. Y., has announced plans for the construction of a one-story, air-conditioned factory at Gainesville, Ga.

The plant, which will manufacture air compressors, will begin operation in the early fall, officials said. It will represent an investment of more than \$1,500,000.

The new corporation, to be known as The Brunner Co., will be operated as a subsidiary entirely separate in management from the Brunner headquarters.

## Dysart Heads Oklahoma Vehicle Commission

**W**ILLIAM D. Dysart, president of Quality Motor Co. (Studebaker), Tulsa, Okla., has been named chairman of the new Oklahoma Motor Vehicle Commission.

The commission, composed of the chairman and one dealer from each of the state's six congressional districts, will license dealers and salesmen and regulate the automotive industry in the state, it was reported.

## Hall Heads Jackson Group

Bagby Hall, Lincoln-Mercury dealer, has been elected president of the Jackson (Miss.) Automobile Dealers Association, succeeding Earl Fyke, DeSoto-Plymouth. Sidney Robinson, DeSoto-Plymouth, was named vice-president and Paul Moak, Madison Auto Sales, was named secretary-treasurer.

## Competition Is No Cause for Alarm, Nielsen Tells S. C. Dealer Meeting

**T**HERE'S nothing alarming about getting from under government regulation and slowing down the inflation spiral, A. B. Nielsen, eastern sales manager for the DeSoto Division, told the spring meeting and ladies' night of the

"now it's up to you and up to me to do something about it. It's not up to government anymore — and I am glad of it!"

Forget the government regulations that once were such a factor in the dealer's business and forget the seller's market of the past, he advised. Dealers are independent businessmen again and business is based on competition. There is a vast potential in new-car and used-car sales, parts and service, he said.

Answering some dealers who had expressed alarm over the high rate of car production forecast for the months ahead, Nielsen commented: "What is more sad than a merchant without merchandise?"

The automotive industry is just beginning to feel the pinch of "hard money," A. G. Rude, vice-president of Universal C.I.T. Credit Corp., told the dealers.

"Choose your finance plan seriously," he urged. "Financing is as much a part of your business as your service department."

"You cannot solve our business problems through legislation and conversation. The answer is production and more production."

"As sales go up, prices go down. As prices go down, the market broadens."

Some 300 dealers and their wives also heard details for the 1954 convention, which will be a cruise to Bermuda. This will re-

(Continued on page 139)



Mr. Rude

Mr. Nielsen

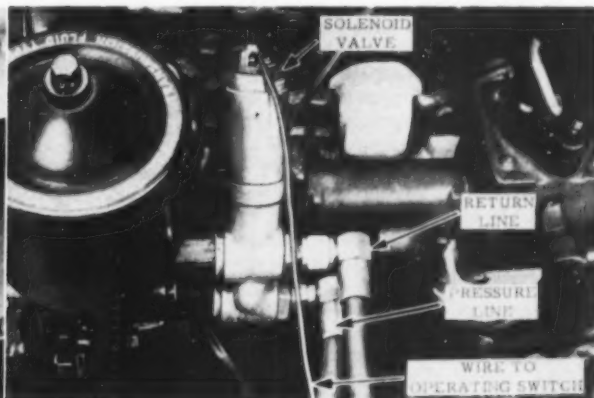
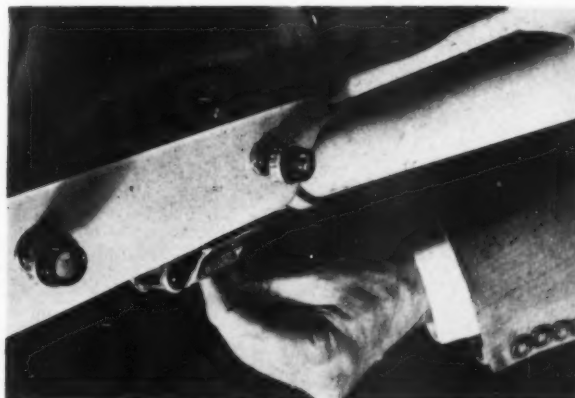
South Carolina Automobile Dealers Association, held June 11 at Charleston.

Dealers need a new perspective in getting out on the new trail after 20 years of government by the philosophy of "cheapening the dollar, filling your bellies and chanting 'you never had it so good,'" he commented.

"If business isn't good or if business begins to slump," he said,

A manually-controlled device that can switch on and off the application of power steering on Chevrolets is available for installation on demonstration cars to show prospects how power steering can reduce

driving effort. The unit consists of a solenoid-operated valve back of the pump that diverts the circulation of oil and makes the booster system of power steering inoperative. Switch is below instrument panel.





# Southern JOBBERS AND FACTORY MEN



## Building Up Volume by Fleet Sales

By Beatrice Miller

**T**HE conservative but steady ten per cent yearly gain in sales over the years enjoyed by Standard Parts Corp. of Richmond, Va., which last year did just under \$1,000,000, may be attributed to the study of each fleet operator's problems and the firm's concern in helping him maintain his fleet economically and profitably.

"The trend among jobbers in recent years has been on fast turnover and quick profits, but we have never used that approach," said John F. Midyette, president.

"We have always observed sales to a fleet operator with a view to cutting down his maintenance costs and catching any problems that showed up," he said. "Perhaps for that reason our gains have not been spectacular but we feel they have been steady and solid, with a firm base under them."

Midyette recalled instances of the individual approach used by his sales department and three outside men.

One of the large bus fleets appeared to have universal-joint trouble. Though they were using standard equipment, they appeared to be buying too many universal joints.

Looking into their operation, it was seen that there were not the proper number of grease outlets to the universal joints. Recommending another universal joint of an

established national line, Standard Parts cut replacement costs on universal joints by 67 per cent for this fleet.

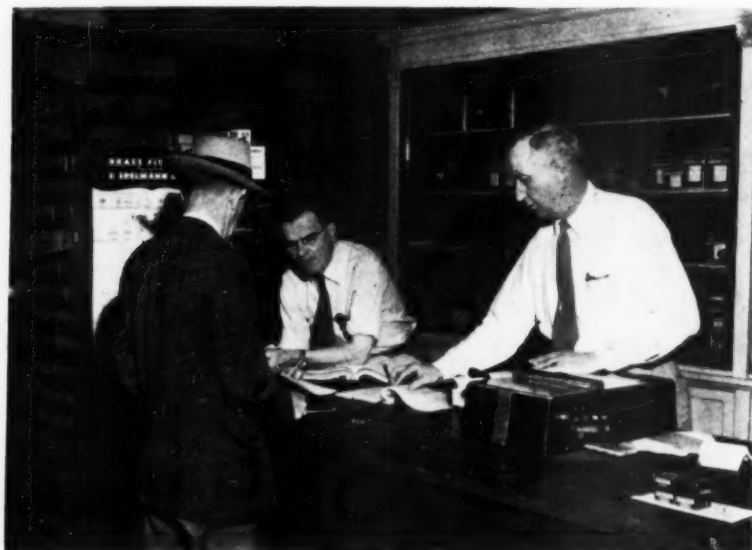
In another instance one of the largest fleets in the East indicated they were having clutch trouble. Their local operator brought the clutch over to Standard Parts for study. The clutch was found to be of incorrect type and a heavy-duty

clutch by the same manufacturer was substituted. They are now getting 50 per cent to 60 per cent longer life out of the new clutch.

There was a contractor who recently came to them in desperation on the failure of his motor to operate the shovel doing road work. Studying the type of power unit needed to operate the shovel, Standard Parts recognized the need for a more powerful unit. The replacement increased efficiency 30 per cent to 40 per cent and cut repair costs in half.

"We have no magic formulas or over-all cures for a fleet's problems, but we do believe it very important for jobbers to pay more attention to the fleet operations they are selling to," said Midyette. "Business has gone through a spiraling, and we may now start unspiraling. Jobbers who have loaded up their customers under high pressure may be the first to feel any slight recession that may take place."

Approach to each customer on an individual and personal basis, with careful attention to his problems, is a regular practice at Standard Parts. Midyette is shown at right with Counterman William Campbell.





The fish in the waters off Miami had a rough time when the Southeast Automotive Show was held in that Florida city, as these photos clearly show. Left-hand picture shows some of the beauties caught by (l. to r.): H. G. Kitchens, manufacturers' representative of Richmond, Ind.; Wesley O. Aaron, manufacturers' repre-



sentative of Atlanta, Ga., and Harold E. Hassler, sales manager of Stant Manufacturing Co. Right-hand shot shows Bob McNeily, sales manager for Warner-Patterson Co., and Bill Hemphill, manufacturers' representative of Dallas, Texas, with their catch. These are only a few of the folks who wet a line in Miami waters.

"We feel that the efficiency of a fleet operation is our first concern. Any problems they have are our problems. Parts failures that appear to be a factory problem we take up with the factory."

Midyette illustrated with another instance in which they proved helpful to a customer. One of the local bus companies was rebuilding its own clutches, buying parts from Standard Parts. By the amount of money being spent on rebuilding clutches, the parts salesman felt the bus-operator's shop lacked know-how in rebuilding clutches. Costs were running too high.

They persuaded him to try factory-rebuilt clutches and asked him to chart comparative figures on clutches he rebuilt with factory-rebuilt clutches for a month. After observing the performance of the factory-rebuilt clutches for only a month, the bus operator was convinced that they were better than the ones his own shop had been turning out.

"We have no special deals for any customer," added Midyette. "We offer no prizes, gifts or parties, but we do believe in approaching our customers on an individual and personal basis. We believe in everything open and above board, in selling established national lines and enjoying normal profits."

Ray Patton is now office manager and bookkeeper for **Kaiser Motor Supply Co.**, St. Joseph, Mo., Owner **A. H. Kaiser** has announced.

### Bull Names Committee For 1955 SW Show

**M**EMBERS of the show committee for the next Southwest Automotive Show, scheduled for San Antonio in the spring of 1955, have been named by President Wayne Bull, who heads Wayne Bull Auto Parts of San Antonio.

They include: Elmer Miller of Straus-Frank Co., William J. Edwards of B. B. Burk Co. and R. W. Johnston of Black and Decker, all of San Antonio; Wilton Jennings, Walter Tips Co., Austin; J. T. Davis, Motor Parts Co., Corpus Christi, and Dean A. Johnson, Dean A. Johnson Co., Dallas.

C. E. Pancake has been appointed territory representative for the **Champion Spark Plug Co.** in West Virginia. A resident of Huntington, W. Va., Pancake has been with the company since 1946.



### Crowd of 475 Attends Motor Parts Fete

**A** DINNER marking the 14th anniversary of Motor Parts & Supply, Jacksonville, Fla., recently was attended by 475 persons—actually more than the group who attended the kick-off banquet of the Southeast Show.

R. L. "Bob" Thompson, president, expressed appreciation to the audience for the firm's growth.

Emcee for the occasion was Morris Wright, eastern sales manager, Service Division, Thompson Products, Inc.

Many manufacturer representatives and jobbers were present in addition to servicemen, garagemen and the 11 employees.

### Raybestos Chairman Dies

Sumner Simpson, 79, board chairman of Raybestos-Manhattan, Inc., died last month at Bridgeport, Conn. He started in the automotive business early in the century with Royal Equipment Co., which later became Raybestos and then Raybestos-Manhattan by a merger in 1929.

### Car-Skin Names Powell

Miles Powell has been appointed vice-president in charge of sales of Car-Skin Products Corp., Flemington, N. J. He formerly was with R. M. Hollingshead Corp. for 27 years, the last seven of which he was general sales manager of the Automotive Division.





This 7', 4½" sailfish was caught by J. T. Sugg, Jr. (left), Hunt Auto Supply Co., Norfolk, Va., at Miami during the Southeast Automotive Show. He and Nat Sale, New York City, also brought in the other beauties shown here. Hal Hamby, Southern Bearing and Parts Co., Charlotte, N. C., landed a 7' beauty and Walter Mahoney, Atlanta, brought in a 7½' sail during the show but photos weren't available, according to Johnny Suttles of Richmond, Va., who fished with them.

## AERA and Aftermarket Associations Study Joint Finance-Plan Promotion

THE possibilities of united action in promoting the use of the Certified Automotive Service Finance Plan by wholesalers throughout the United States were considered at a recent meeting of the officers and directors of Automotive Engine Rebuilders Association with representatives of Motor and Equipment Wholesalers Association, National Standard Parts Association, Automotive Advertisers Council and National Automotive Parts Association.

After hearing a review of the plan by George Yount of AERA, representatives of the other associations expressed the opinion that their members would be favorable toward endorsing and supporting the plan on a united all-industry basis.

A steering committee was named to work out preliminary details of the manpower and money requirements and what each association would be expected to do. The committee will also be responsible for supervising and controlling united action on the plan.

Yount was named chairman of the steering committee. Members include Carl Dietrich of MEWA, Jack Wiggins of NSPA, Walter Kirkpatrick of AAC and Bob Stacy

of NAPA.

Preliminary steps to be asked of the various groups in seeking their endorsement and support have already been agreed on by the steering committee.

W. D. "Bill" Thornburgh announced last month he had begun operations as a manufacturers' representative, with his home at 1547 N. Highland Ave., N. E., Atlanta, Ga., as headquarters. He will cover Florida, Georgia and central and eastern Tennessee. A past president of B-6, he has been working with Frank J. Merryman Co., Atlanta, and prior to that was district manager of Grey-Rock Division of Raybestos-Manhattan.



## Fleet Service Meetings Hold Texans' Interest

SERVICE clinics for fleet owners are making for a better understanding in the industry and are proving beneficial in fleet maintenance, C. H. "Cory" Mountjoy, president of Mountjoy Co., San Antonio, Texas, reported last month.

Subjects of two recent dealer-fleet meetings sponsored by the firm were valve rotation with Thompson Products Co. and piston rings with Perfect Circle Corp.

"There was a large attendance and a great deal of interest and enthusiasm shown at these meetings," commented Mountjoy.

## Jacobs Distributing Adds Equipment-Service Shop

JACOBS Distributing Co., San Antonio, Texas, has opened an equipment-service department, headed by Joe Turan, who has been with the firm several years.

The firm is an authorized service department for Gray Co., Inc., and is equipped to do work on other makes of lubrication equipment, M. N. Jacobs reported.

## Vaco Names Butz, Johnson

Sidney Butz and Associates, Charlotte, N. C., has been appointed representative for Vaco Products Co. in the Southeast and Dean A. Johnson, Dallas, Texas, will represent the line in the Southwest. Butz's territory includes Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee and Kentucky. Johnson will cover Texas, Oklahoma, Louisiana and Arkansas.

## Mathes Dies at Plainview

John Mathes, widely known as a West Texas pioneer in the automotive wholesaling business, died last month in Plainview, Texas. He was a principal factor in Connor Mathes Co., Inc., of that city.

"Complete radiator repairing and recoring has been added to our services as well as Storm-Vulcan cylinder-head grinder and Rod Master machine for reconditioning bearing end of insert-type connecting rods," reported J. D. Boyte, manager of Jungle Auto Service, Leesburg, Fla.



## Wholesaler Urges Joint Action To Boost Service-Station Trade

**I**NSTANCES continued to be reported last month by wholesalers who found difficulty in doing business with some service stations due to what they said were strong objections by some oil company officials.

One Southern jobber wrote the following letter to several associations in which he clearly stated the troubles he had encountered:

"We have a situation in . . . concerning our business dealings with service-station operators which has grown considerably worse during the last several years.

"I am referring to the oil companies' refusal to allow service-station operators who are operating stations leased from those major oil companies to handle products other than those of the major oil companies. This situation has progressed to the point now where the . . . distributor here in . . . has threatened to cancel service-station operators' leases if they handle Prestone anti-freeze in competition with . . . anti-freeze.

"Our thinking is that the major oil companies' leases probably specify that the service-station operators must handle all of the major oil companies' products. However, we cannot see how such a lease could specify that the operator could not handle competitive products as this would be in restraint of trade.

"We would like very much to have your opinion as to whether or not a major oil company is within the law when it threatens

cancellation of a lease, or when it threatens to not make a new lease available to an operator if he handles products in a major oil company station, other than that major oil company's products.

"In the event this action is not within the law and if a service-station operator whose lease was cancelled, or whose lease was not renewed at its expiration at the end of one year, would have a civil action for suit against that major oil company for damages incurred because of their failure to renew a lease without good and sufficient cause, it seems to me that we as an association should write all the major oil companies in each of the towns in the state and tell them that we, as an association, intend to back the first station operator whose lease is cancelled without good and sufficient reason in a suit against the major oil companies for damages.

"For a service-station operator to go into business today requires capital of from \$5,000 to \$10,000. His lease normally runs for one year. If an operator goes into business in a service station with a one-year lease, and that lease is not renewed, it would be impossible for him to recover his money and it would be highly probable that he would suffer a monetary loss in addition to the loss of all good-will that would have presumably been built at that location during the year of operation.

"This is an unfair situation and these leases are normally renewed if the man is a good operator and



J. L. "Woody" Woodhead is now district manager at Atlanta, Ga., for Maremont Automotive Products, Inc. He has been a district manager for the firm for eight years. His new territory includes Georgia, Alabama, Mississippi, parts of Florida and Louisiana.

toes the line as far as oil-company policies are concerned. However, these major oil companies are now using other products as a threat and as a sword over the head of all service-station operators, and in this town are daily forcing competitive products out of their stations.

"We feel that action must be taken immediately, and will be very glad to have your thoughts on the situation in regard to what action might be taken by the association as a body."

### 20 Southerners Join Roster of MEWA

**T**WENTY Southern firms were among the 53 automotive wholesalers elected to membership in Motor and Equipment Wholesalers Association at the mid-year meeting of the board of directors. They include:

Allied Parts Co., Inc., Orlando, Fla.; Auto Electric Service, Galveston, Texas; Auto Parts Co., Albuquerque, N. M.; Chuck's Auto Supply, Inc., Kansas City, Mo.; Gibson Auto Parts, Harrodsburg, Ky.; Herbert A. Heitman Co., Houston, Texas; Hines Auto Parts, Hollywood, Fla.;

Louisiana Parts & Supply Co., Monroe, La.; Motorcar Service Co., Wilmington, Del.; Motor Parts & Bearings, Inc., Miami, Fla.; Motor Parts Co., Dalhart, Texas; Motor Service, Inc., Miami, Fla.; Motor Supply Co., Alamogordo, N. M.; Natural Bridge Auto Parts Co., St. Louis, Mo.;

(Continued on page 128)

More than 2,000 businessmen and civic leaders attended the open house at this new 22,000-square-foot building of Sunnen Products Co. at St. Louis, Mo. The addition will house the executive offices, honing laboratory, design and the development and customer service.





**W**E SOMETIMES wonder which creates the most interest: The announcement of a new high h.p. engine or a new type "drive".

It seems that we motorists wish to "get away" from the necessity of shifting gears during normal driving, yet most of us like to have a manual shift at our disposal if and when needed.

Plymouth with the new Hy-Drive gives us just this. The Hy-Drive combined with the modified "Synchro-Silent" transmission allows complete manual control of the car when needed.

The Hy-Drive is an exceptionally efficient torque converter embodying the advanced principles of hydraulics. It is capable of producing an engine torque multiplication of 2.6 to 1.

The unit is known as the engine-fed type. This means that oil for the converter is supplied by the engine oiling system. The engine oil pump supplies the required oil, under pressure, for both the engine and the converter unit.

The torque converter unit is bolted to and supported by the crankshaft flange. It consists of four basic parts, an impeller, a turbine, and a primary and secondary stator. The impeller which forms the outer shell of the converter unit is driven by the engine. The turbine is driven by the force of oil from the impeller vanes. The turbine is splined to the turbine shaft, which is bolted to the clutch driving plate. The two stators located between the impeller and

turbine serve to redirect the flow of oil in the unit, thus multiplying engine torque. The stators are mounted on overrunning clutches which permit them to rotate only in the direction of the impeller and turbine.

Since the torque converter is a welded unit, it can be serviced only as a complete assembly. Other parts of the Hy-Drive, however, can be removed for servicing.

The adapter plate is located between the converter housing and rear face of the engine block. Two "O" ring seals are used between the adapter plate and the rear face of the cylinder block.

Oil passages located in the adapter plate and the converter housing allow engine oil to circu-

**By E. M. Lowery**  
Technical Editor



late under pressure to the torque converter unit and return to the engine oil pan.

The torque converter housing is bolted to the adapter plate. Located in the housing are the reaction shaft, turbine shaft, oil seals, bearing, two "O" ring seal sleeves and neoprene oil seal "O" rings. These parts can be serviced.

#### *Torque Converter Operation*

**Starting from standstill:** When starting from a standstill, the engine-driven impeller rotates rapidly and the turbine begins to rotate, absorbing energy from the high velocity oil flow. (See Fig. 1.) This high velocity oil is then discharged against the stator vanes, which in turn redirect the oil to the impeller. It is this force of redirected oil flow which provides the multiplication of engine torque.

**As car speed increases:** As the speed of the turbine approaches the speed of the impeller, torque multiplication gradually diminishes. (See Fig. 2.) As this occurs, the angle of oil leaving the turbine gradually changes in relation to the primary stator and the oil flow begins to strike the backs of the primary stator vanes. When this action takes place, the primary stator is carried along by the force of oil on the backs of the stator vanes because the stator is mounted on an overrunning clutch, permitting it to rotate in the direction of the impeller. During this time, the oil continues to strike the front face of the secondary stator vanes and is redirected to the impeller.

**Cruising speed:** At approximately 30 miles per hour, the speed of the turbine approaches very nearly the speed of impeller. At this point the angle of the oil flow from the turbine changes still more and its force is directed to the backs of the secondary stator vanes. (See Fig. 3.) The secondary stator then begins to rotate in the same direction as the impeller, the primary stator and the turbine. When this occurs no further torque multiplication exists and the unit operates at a ratio of approximately 1 to 1.

#### *Oil System*

The engine oil pump supplies the required oil to both the engine and torque converter. Oil to the converter is fed from the rear of the main oil gallery in the engine block, through a passage in the adapter plate to the converter housing inlet passage. (See Fig.

## STARTING FROM STANDSTILL

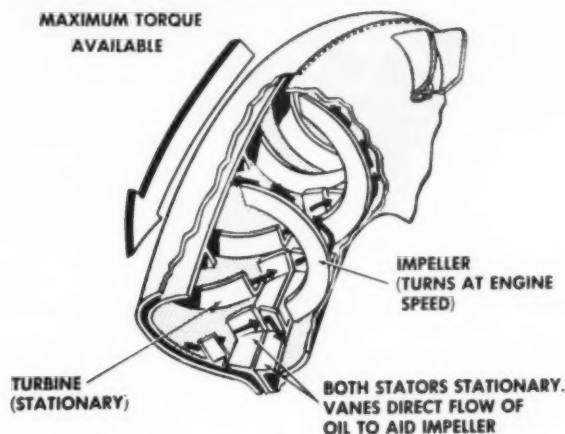


Fig. 1

## AS CAR SPEED INCREASES

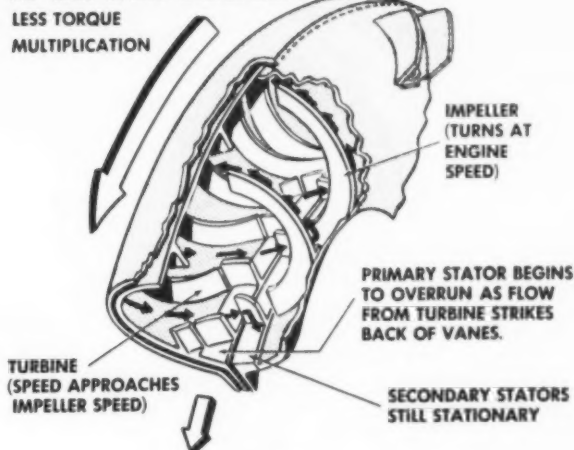


Fig. 2

4.) From this point oil flows through passages in the converter housing to a drilled passageway in the stator reaction shaft. The oil then flows through the annular space provided between the turbine shaft and reaction shaft. It continues through two drilled holes in the reaction shaft which provide entry of the oil to the converter.

The oil leaves the converter through the inner diameter of the turbine shaft and past an oil pressure regulator valve. This valve consists of a small steel ball, a coil spring, and a steel plug which is pressed into the rear of the turbine shaft. The ball is held in a machined seat in the turbine shaft. The valve maintains engine oil pressure at approximately 20 pounds for engine idle speed. When the pressure exceeds 20 pounds the ball moves off its seat and the oil flows past the ball through a flow restriction orifice in the turbine shaft. This restriction limits the flow of oil from the converter at high engine speeds, building up pressure in the converter to equal oil pressure in the engine, as shown by the oil pressure gauge on the instrument panel.

After the oil leaves the restriction orifice, it enters an annular cavity between the reaction shaft flange and turbine shaft bearing. From this cavity oil flows through passages in the converter housing and adapter plate to the inlet hole at the rear wall of the engine block. The oil is then discharged through a pipe which extends below the normal engine oil level to prevent oil frothing. The pipe has small saw-cut near the engine

block which vents the pipe and prevents siphoning of oil in the torque converter into the engine oil pan, when the engine is not running.

### Oil Filter

The oil filter on Hy-Drive-equipped cars is the replaceable cartridge type. Under normal operating conditions, the filter element should be replaced every 5,000 miles.

### Oil-Change Recommendations

The combined oil capacity of the engine and torque converter is ten quarts (11 quarts if oil filter is changed). In a car equipped with Hy-Drive, it is not necessary to change the oil on a mileage basis, or make an initial oil change at 1,000 miles. The original oil placed in the engine when manufactured can be used until the first necessary seasonal change.

### Engine oil recommendations:

Anticipated Temperature	Grade
Not lower than +32° F.	use SAE 30W
As low as +10° F.	use SAE 20W
As low as -10° F.	use SAE 10W
Below -10° F.	use SAE 5W

It is recommended that the oil be changed twice a year—in the spring and in the fall—using the proper grade for the anticipated

atmosphere temperature. The same grade of oil is recommended for a Hy-Drive-equipped car as for cars not so equipped.

### Draining and refilling:

When changing the oil it is necessary to drain the engine and torque converter. Remove the drain plug from the engine oil pan and allow oil to drain. To drain the torque converter, remove the cover plate at the bottom of the converter housing and rotate the converter until the drain plug is accessible. Remove the drain plug and allow the oil to drain. Change the oil filter element if due.

**Caution:** If oil is hot, use extreme care when removing drain plugs to avoid serious oil burns.

After draining the engine oil pan and torque converter, replace the drain plugs, using new gaskets. Tighten the torque converter drain plug (45 to 50 ft. lbs. torque). Tighten the oil pan drain plug (30 to 40 ft. lbs. torque). Replace the cover plate at the bottom of the torque converter housing. Pour ten quarts of the proper viscosity engine oil into the crankcase (11 if the filter element is changed). Start the engine and run at fast idle (600 to 650 rpm) for five minutes to bring engine oil pressure above 20 pounds to properly circulate the oil and fill the torque

## August: Giving the Pin a Fit

Fitting and servicing piston pins, where clearances must be held to very close tolerances, will be covered next month by Ed Lowery in a timely and well-illustrated article for you.



## AT CRUISING SPEED

NO TORQUE  
MULTIPLICATION

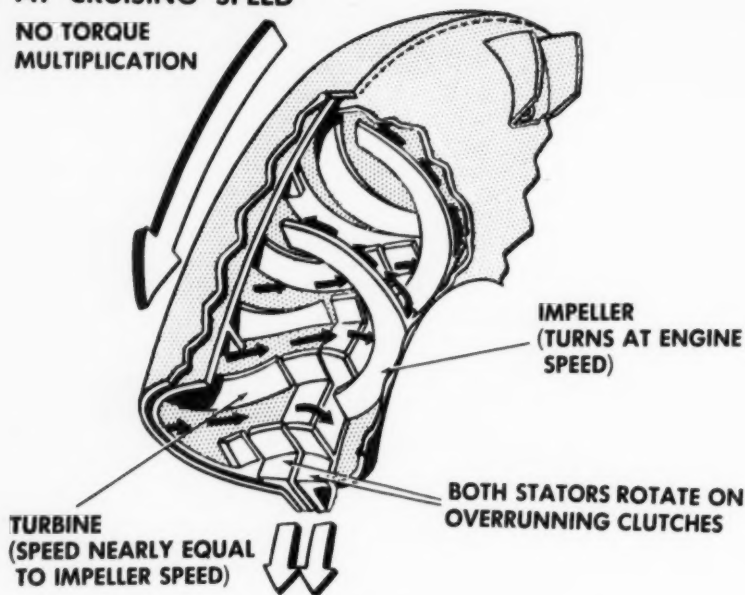


Fig. 3

converter. Check the oil level at the end of the running period. The level should be at the "Full" mark on the dip stick.

### Removal of Torque Converter

Before any attempt is made to remove the torque converter assembly from the car, it will be necessary to drain the engine crankcase and torque converter.

Disconnect the battery cables and the two wires leading to the transmission neutral safety switch. Then remove the transmission.

#### Clutch linkage:

Remove the clutch release fork, pull-back spring and disconnect the rear end of the clutch fork rod assembly.

**Caution:** After removing the clutch fork rod assembly, push the clutch pedal down. The overcenter spring will hold the pedal against the floorboard and prevent accidental movement of the pedal and possible personal injury.

Remove the pivot bracket assembly from the clutch housing and then remove the torque shaft.

#### Clutch housing:

The engine is supported at the two legs of the clutch housing. Remove the rear engine to crossmember bolts and then install engine support fixture tool C-3162. Insert the hooks of the fixture firmly into the holes on either side of the frame sub side rails with the support ends up against the underside of the cylinder block.

Then adjust the support fixture adjusting bolt so that it will support the engine while removing the rear engine crossmember.

Remove the crossmember-to-frame bolts and then remove the crossmember. Lower the engine approximately three or four inches to permit access to the upper clutch housing to torque converter housing bolts. Remove the bolts and carefully remove the clutch housing from underneath the car. Do not pry between the housing flanges or pound the housing to loosen it, since this would distort

the housing and result in misalignment.

Punch-mark the clutch cover and clutch driving plate so that they can be assembled in their original position in order to maintain balance. Then remove the clutch cover and pressure plate assembly and clutch disc from the clutch driving plate.

**Important:** Both the torque converter housing and clutch housing are machined as an assembly. If it is necessary to replace one or the other, replace both housings.

#### Torque converter housing:

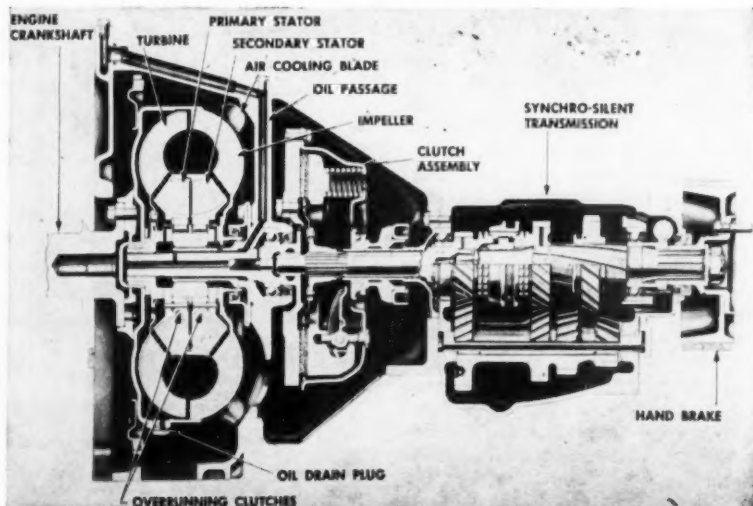
Remove the torque converter housing-to-adapter-plate bolts and lock washers. Three bolts are located on the engine side of the adapter plate. The housing is doweled to the adapter plate and care should be exercised when removing the housing.

Do not hammer or pry between the flanges to loosen it, since this will distort the metal and result in misalignment. Carefully move the housing straight back to avoid damage to the torque converter impeller hub oil seal and turbine shaft oil seal ring. Remove the seal rings between the converter housing and adapter plate.

Inspect the mating surfaces of the adapter plate and torque converter housing and remove any burrs or rough spots with emery cloth.

**Caution:** The oil outlet and inlet parts in the converter housing contain thin wall aligning sleeves. These sleeves are a press fit in the converter housing, and care must be taken to prevent damaging the sleeves.

Fig. 4





#### Torque converter unit:

Remove the six bolts that hold the metal dust shield to the adapter plate and lift the shield out. Remove the eight nuts and lock washers that hold the converter unit to the crankshaft, using special wrench C-811. The torque converter assembly is a welded unit and cannot be serviced except as an assembly.

#### Adapter plate:

Remove the bolts which hold the adapter plate to the engine block and carefully remove the adapter plate. Do not pry or pound on the adapter plate to loosen it. Remove the oil rings and thoroughly inspect the mating surfaces of the adapter plate and engine block. Remove any burrs or rough spots with emery cloth.

#### Disassembling Converter Housing

Oil seal retainer and reaction shaft:

Remove the eight oil seal retainer bolts and lift the retainer off the reaction shaft. Using a blunt drift, drive the seal out of the retainer and discard it. Inspect the retainer for burrs or rough spots and remove them with emery cloth.

To remove the reaction shaft, turn two of the seal retainer bolts into the two threaded holes in the reaction shaft. Tighten the bolts evenly until the shaft is pulled free of the housing. Make certain that the reaction shaft is pulled straight out to prevent binding in the torque converter housing.

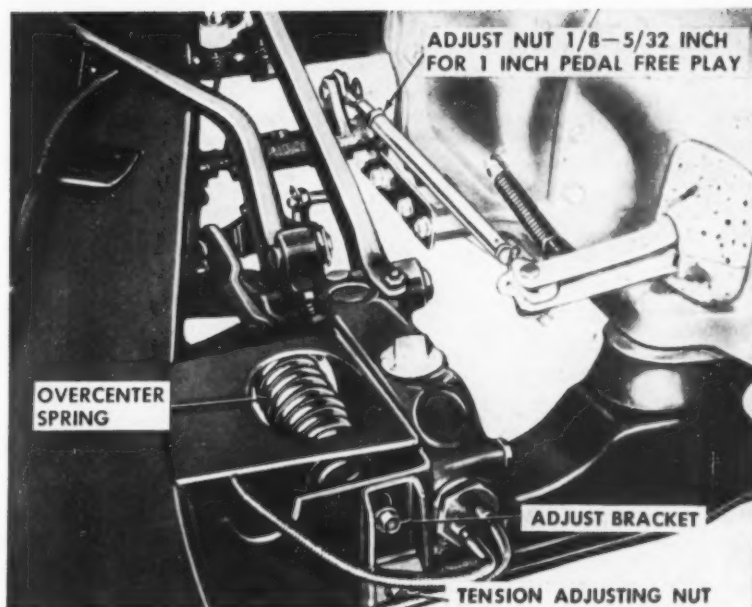


Fig. 5

#### Turbine shaft:

Remove the snap ring from the turbine shaft, using snap ring pliers. Install the special tool for this operation. Make certain that the puller side screws are tightened to prevent damage to the threads. Tighten the puller screw against the turbine shaft until the shaft is free of the bearing.

#### Turbine shaft bearing:

Install special puller (tool C-3184) through the bearing inner race. Place the cupped portion of

the puller centrally over the bearing recess. Install the puller nut on the threaded shaft and tighten until the bearing is pulled from its recess in the housing.

#### Turbine shaft oil seal:

Using a blunt drift, drive the old seal from the housing. Use care to prevent damage to the housing. Inspect the recess for burrs or rough spots and remove with emery cloth if necessary.

The regulator valve, spring and ball:

**Removal:** Use tool C-3179 to remove the regulator valve spring plug from the turbine shaft. Insert the threaded part of the tool into the plug. Then install the puller cup and nut. Tighten the nut until the plug is free of the turbine shaft. Remove the regulator valve spring and ball by inverting the shaft.

**Examine the oil pressure regulating valve ball seat in the turbine shaft for chatter marks, or a rough or uneven surface. Inspect the regulating valve spring and ball for wear or damage and replace as necessary. Test the regulating valve spring tension by comparing with a new one. Clear the oil passages with air pressure.**

**Installation:** Install the regulating valve ball and spring in the turbine shaft. Position a new regulating valve plug in the counterbore of the turbine shaft. Using driver tool C-3178, drive the valve plug in position until the tool bottoms. Use only the driver tool

"Feeler gauge, Herbie."



specified. The use of any other method or tool may cause the plug to be driven too deeply. This would result in excessive torque converter oil pressure due to a too tightly compressed regulator valve spring:

#### Cleaning and inspection:

After disassembly, make a thorough inspection of all parts for wear or damage. New seals and gaskets should always be used to insure proper sealing.

Thoroughly examine the oil passages in the torque converter housing, turbine shaft and reaction shaft. Clean all parts with a suitable solvent and clear the oil passages with air pressure.

Inspect the oil seal rings on the turbine shaft and reaction shaft. If the rings show evidence of wear or damage, discard them and replace with new ones. When installing the rings, make certain that the ends are interlocked.

#### Pinion shaft pilot bushing:

Removal: When it becomes necessary to replace the pinion shaft pilot bushing in the turbine shaft, use special tool C-3185. Screw the puller body of the tool into the pilot bushing until it is tight. Thread the puller screw into the puller body until the screw bottoms in the recess. Continue threading the screw until the bushing is free of the turbine shaft. Clean the bushing of old grease thoroughly with a suitable solvent.

Installation: Insert enough short fiber grease to fill the annular

groove inside the turbine shaft. Apply a light coat of grease on the inside surface of the new pilot bushing. Then, using special tool C-3181, position the spacer washer SP-1615 on the drift, then the bushing. The spacer washer is necessary to properly position the bushing. Drive the bushing into position until the drift bottoms on the spacer washer. Hold the burnishing shaft and turn the nut against the puller sleeve until the burnisher is free of the bushing.

#### Assembling Converter Housing

##### Turbine shaft bearing:

Install the bearing drift guide tool C-3186 in the rear side of the torque converter housing. Then position the turbine shaft bearing in recess of the torque converter housing. Using the drift part of tool C-3186, carefully drive the bearing down until it bottoms in the recess of the torque converter housing.

##### Turbine shaft oil seal:

Place the bearing oil seal in position and, using tool C-3187, drive the seal down in position until the drift bottoms on the seal retainer. Use extreme care in this operation to avoid damage to the inlet and outlet "O" ring seal sleeves on the front face of the torque converter housing.

##### Turbine shaft:

Place the torque converter housing over the end of the turbine shaft. Make certain that the shaft

enters the bearing inner race squarely. Then, using drift C-3183, drive against the bearing inner race until the shaft bottoms against the bearing.

With the shaft in place, install the bearing snap ring. The snap ring is selectively fitted to control end play of the turbine shaft and is available in four sizes. They are: .086 to .088, .089 to .091, .092 to .094 and .095 to .097 inch. Be sure the snap ring fit is snug in the recess in the turbine shaft. Make certain that the snap ring is a tight fit against the bearing inner race so that no end play exists.

The oil seal rings on the turbine shaft should be replaced if scored or damaged. They are interlocking-type rings and care must be exercised when they are installed to prevent breakage.

##### Impeller hub oil seal:

Drive the old seal from the oil seal retainer, using a blunt drift. Position the new seal in the seal retainer with the sealing lip face of the seal entered first. Then, using drift tool C-3180, drive the seal into position until the drift bottoms on the seal retainer.

##### Reaction shaft:

Place a new gasket between the reaction shaft and converter housing. The bolt holes are positioned so that the reaction shaft and gaskets and retainer can be installed in one position. Install the reaction shaft in position on the gasket and make certain that all the holes are properly aligned.

Install two bolts to serve as guides and, using drift C-3192, drive the reaction shaft down until it is sealed in the converter housing. Remove the guide bolts and install a new gasket and the oil seal retainer. Thread the oil seal retainer bolts in position and tighten to a torque of 20 foot pounds.

#### Installation of Torque Converter

##### Adapter plate:

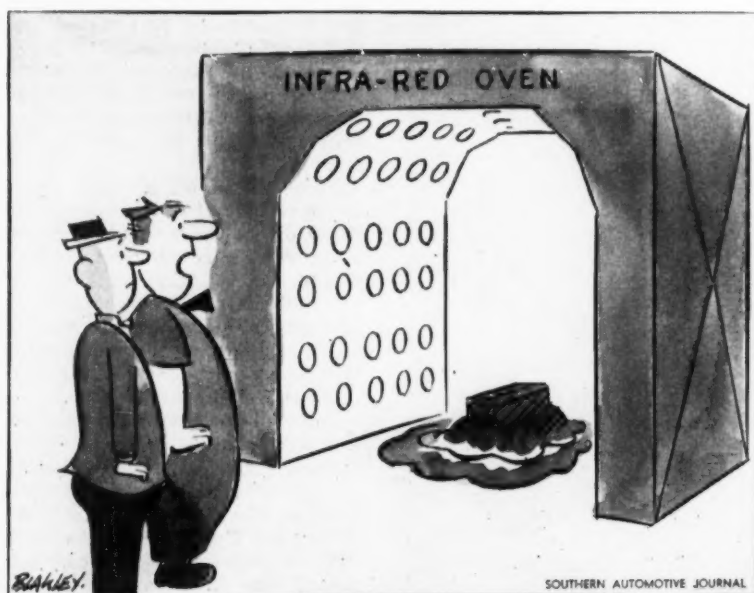
Make certain that the rear face of the engine block and the forward face of the adapter plate are free of dirt, burrs and rough spots.

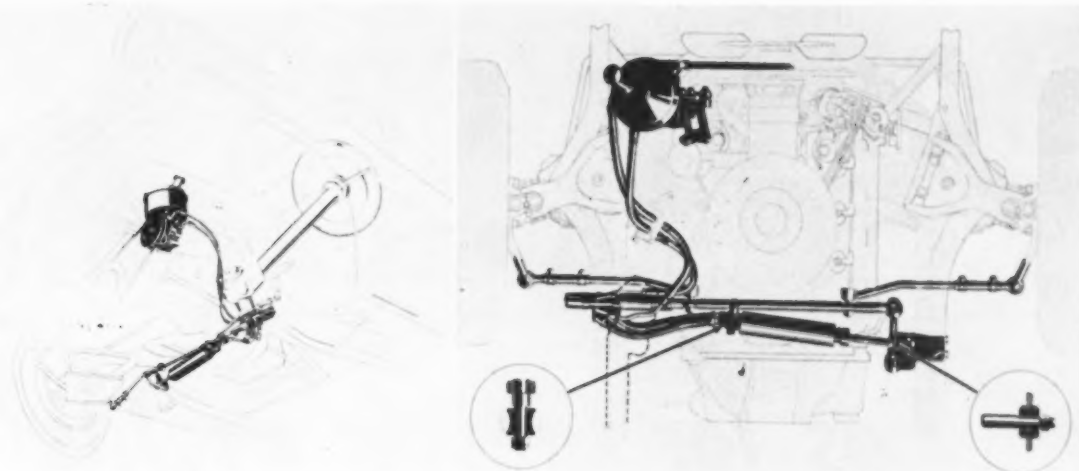
Clean the recesses for the oil seal rings ("O" rings) in the rear face of the cylinder block. Install new oil seal rings and apply a light coat of grease to the rings to keep them in place.

Install the adapter plate to the cylinder block. Be sure that the adapter plate is seated evenly on the locating dowels.

Install the bolts and lock washers and tighten to specified torque:

"By golly, I must have left it in the oven too long."





Power steering of the "linkage booster" type was introduced on Ford V-8 cars last month.

7/16 x 14 — 45 - 50 ft. lbs.

3/8 x 16 — 25 - 30 ft. lbs.

#### Torque converter:

Install the converter unit in place on the crankshaft flange. Install the lock washers and nuts. Tighten the nuts to a torque of 55 to 60 foot pounds.

**Important:** The mating surfaces of crankshaft flange and the torque converter must be clean and free of rough spots or burrs, otherwise excessive converter runout will result.

#### Converter hub runout:

Mount a dial indicator on the adapter plate. Converter hub runout should not exceed .008 inch. The indicator plunger should bear on the hub of the converter 1/4 inch forward of the rear edge.

#### Torque converter housing:

Clean the "O" ring seal recesses in the torque converter housing and make certain that the aligning sleeves are undamaged. Install new "O" ring seals in position. Coat the seals with a light application of grease to hold them in place. Be sure that the mating surfaces of the adapter plate and converter housing are free of dirt, burrs or rough spots.

Install the housing in position on the adapter plate.

**Caution:** Exercise extreme care when installing the torque converter housing to prevent damage to the turbine shaft and reaction shaft splines, the impeller hub oil seal and oil seal ring. Use gentle pressure and do not force.

Examine the "O" ring seals to be sure that they are correctly positioned as the aligning dowels enter the converter housing. Then  
(Continued on page 90)

## Ford Power Steering

**M**ASTER-GUIDE power steering, a "linkage booster" type with a hydraulic, double-acting power cylinder built into the conventional steering linkage, was introduced last month as optional equipment on Ford V-8 passenger cars.

The unit consists of four main components: the hydraulic fluid reservoir, located on the left side of the engine compartment; the hydraulic pump, mounted directly under the fluid reservoir and providing the power to operate the pressure mechanism; a control valve, and a double-acting power cylinder mounted on the conventional steering linkage and connected by flexible hoses. The power cylinder is anchored to the frame on the right side.

A V-belt transfers engine power to the hydraulic pump, just as a similar belt turns the generator on the car.

The unit is said to reduce steering effort in driving and parking by more than 75 per cent and to give greater directional stability on all types of roads.

It cushions road shocks and in the event of a blowout, makes the car easier to control, according to L. D. Crusoe, vice-president and general manager of the Ford Division.

To provide the feel of the road for greater safety and more positive control, the unit requires a 3½-pound pull on the steering

wheel before power steering takes over at cruising speeds.

In the event the hydraulic unit should lose its power for any reason, the regular standard steering mechanism is still operative as on a conventional car.

"While requiring only one-fourth the effort normally needed to steer the car, the hydraulic force of the power-steering mechanism will hold the wheels steady and help prevent the steering wheel from being taken from the driver's grasp," said Crusoe. This is an added safety factor in case the car hits a rough spot in the road, the wheels drop off the pavement onto a soft shoulder or some other emergency occurs, he said.

### DeVilbiss Sets Schedule For Painting School

**T**HE schedule for its spray-painting school during the last half of 1953 has been announced by The DeVilbiss Co. Week-long classes for shop superintendents, service managers, spray operators and other interested people will begin July 20, Sept. 21, Nov. 30.

There is no charge for attending the school but each student pays his own transportation and living expenses. Additional details and application forms may be obtained from The DeVilbiss Co., Toledo 1, Ohio.

# BODY-SHOP OPERATIONS



## Tips for Greater Profits

**A**S IN all phases of the automotive field, competition is getting tough in the body-repair department. Practically all insurance companies insist on competitive bids when "wreck" damage is covered by insurance. As a result, the estimators, in their desire to get

Some mechanics put as much solder on the floor as they do on the job.



By E. M. Lowery  
Technical Editor

the business for their respective shops, cut the price until there is very little or no profit left in the job.

It is with this thought in mind that we offer the following suggestions which we hope will help you combat this situation and help show a profit in your body-repair department:

**A.** BODY SOLDER is one of the most expensive of all shop supply items and is often wasted by some body mechanics. It seems to have become the habit to cover up with solder rather than re-shape the damaged part. The reason given for such practice is "time saved," but the real reason is "good pay" for work not properly done. Such practices should certainly be discouraged.

### *The Correct Method of Applying Body Solder*

It should be understood that body solder should be used to fill small dents and to restore contours that cannot be reached for straightening. Filling small dents with solder saves time, but should be permissible only if the result is satisfactory. A dent that requires a large amount of solder should be

straightened, because excess solder may crack and fall off due to vibration.

Solder should never be used in the place of sheet metal straightening, nor should it be allowed to cover up poor workmanship.

#### 1. Cleaning:

The surface of the dent to be filled must be absolutely clean. Rust and scale can be easily removed with a wire brush. Old paint, burned with a torch, can be brushed off with a wire brush while still hot. The surface should be cleaned about one inch beyond the rim of the dent to assure complete filling.

#### 2. Applying the flux:

The cleaned area should be warmed with the torch before the flux is applied. Warming the metal speeds the chemical action of the flux in dissolving the oxide present on the cleaned surface.

#### 3. Tinning:

Apply a small amount of solder to the surface. Then while still hot, wipe with a clean cloth to cover the surface with a light coat of solder.

#### 4. Filling the dent:

The torch flame should be held parallel to and in front of the dent. Brushing the tinned surface occasionally with the end of the flame keeps it warm to hold the solder as it is being deposited.

### **August: Window Lifts and Seat Controls**

More and more cars are sporting automatic window lifts and seat controls, so that's ample reason for carrying in the August issue a service article by Technical Editor Lowery.



Flame should be applied to the bar of solder until approximately one inch of it becomes plastic and starts to sag; then quickly press against the hot surface being filled. Continue this until enough solder has been deposited to fill the dent. While so doing, continue to brush the end of the flame over the deposited solder occasionally to keep it in a pliable condition, but don't heat solder to a melting point.

**5. Shaping:**

Use a greased paddle to smooth and shape the plastic deposit of the solder until the desired shape is obtained. Keep the solder plastic while shaping, because if allowed to cool it sets up hard and loses most of its plastic qualities in further heating.

By following this method, less solder will be used and less wasted. This will effect quite a saving in the shop supply expense.

**B.** BODY FILES are another source of high operating expense. Re-cut files have proven entirely satisfactory when used for medium and light work. The re-cut file costs much less and will cut cost when properly used. (Note: Gloves worn when metal finishing not only protect the hands but the files as well. Bare hands rubbed over a freshly filed surface leave a thin film which retards the cutting rate and shortens the life of the file.)

**C.** EXTRA PAINTING is very often necessary to refinish panels adjacent to sections which were repaired. This is caused by the body mechanic not taking the necessary precaution to prevent files, sanding disc, or other tools from striking the undamaged panel and ruining the finish.

A double thickness of one inch masking tape placed between the damaged and undamaged panels will generally eliminate damage.

When working on a cowl or top panel with the windshield glass removed, it is practically a "must" to mask off the instrument panel to protect its finish. Otherwise it may be necessary to replace the entire panel because of its special finish.

**D.** SANDING DISC: Here is another source of waste and expense. Using the wrong disc for the job is costly. Yet we have seen a mechanic ruin a good disc rather than take the time to change to the correct one.

Open-coated disc should be used for removing old paint, rust and solder.



It requires considerable skill to do torch-soldering.

Closed-coated disc should be used to sand clean metal and for finishing. NEVER use a coarser disc than necessary, because it will cause more work to finish. Trimming the edges of a worn disc has proven to be quite an expense reducer, as this operation will prolong the service life of the disc.

**E.** BROKEN GLASS can't be repaired but must be replaced, and too frequently it is charged to "the house."

When assembling garnish mouldings for a fixed glass (one which cannot be raised and lowered), start all screws and draw each one down snug, not tight. Then when all are in place, tighten in pairs opposite each other across the opening to avoid the risk of glass breakage.

And remember, a slip of any tool on a painted surface will ruin that surface, so be careful with the screwdriver around the garnish moulding.

When replacing a broken windshield or a rear body glass check

the opening at the point of breakage for high spots, welding scale, dents or distortion.

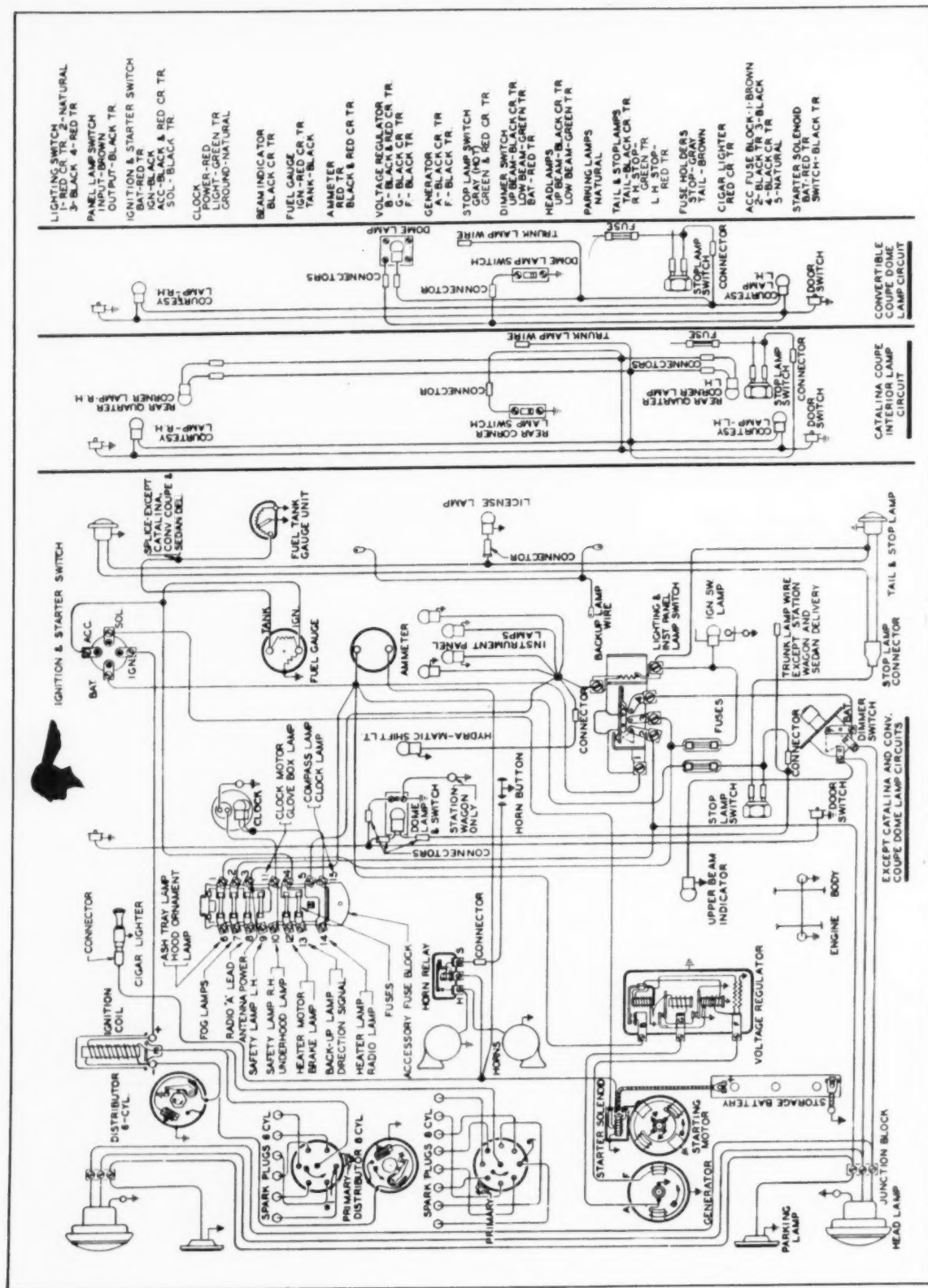
Remove cause of breakage before installing new glass.

When installing one-half of a windshield glass without removing the other half, it is very hard to push the new glass and rubber channel past the trim on the windshield post. To make the job easy, place a piece of celluloid which has been covered with liquid soap between the rubber channel and the cloth trim, pulling back on the celluloid as the glass and rubber channel are pushed into place.

**F.** Using an ice pick through the trim to drive up a small dent will many times save the necessity of removing and replacing the trim.

It is the little savings on each shop supply item and exercise of time-saving methods that make the difference between profit and loss.

The foreman who keeps his mechanics aware of this will have the efficient shop.



WIRING DIAGRAM FOR 1953 PONTIAC

Another great honor for America's smartest car

# *1953 Studebaker gets Fashion Academy Gold Medal*

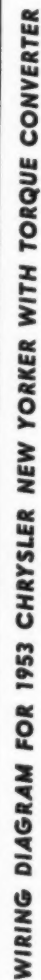


Noted New York school  
of fashion design acclaims the  
1953 Studebaker for outstanding  
design and distinctive style



## 1953 STUDEBAKER

*The new American car with the European look*





# 1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE										WHEEL ALIGNMENT			BRAKES		
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Cambelt Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	Service	Parking
ALLSTATE 4 Cyl.	100	4L	3 1/4 x 4 1/4	15.63	68@4000	G	3	4	Y	X	N	10.8	±1°-0° Prf.	1/4 to 1°P	1/8 to 1/4	H	RW
ALLSTATE 6 Cyl.	100	6L	3 1/4 x 3 1/2	23.4	80@3800	G	4	5	Y	X	N	10.5	±1°-0° Prf.	1/4 to 1°P	1/8 to 1/4	H	RW
BUICK Special 40	125 1/2	8L	3 1/4 x 4 1/4	32.51	125@3800	Ch	5	5 1/2	OB	Y	N	12 1/2	-1/2 to 1/2°	-1/4 to 1 1/2°P	1/4 to 1/4	H	RW
BUICK Super 50	121 1/2	V8L	4 x 3 1/4	51.2	164@4000	Ch	5	6	OB	Y	N	16 1/2	-1/2 to 1/2°	-1/4 to 1 1/2°P	1/4 to 1/4	H	RW
BUICK Roadmaster 70	125 1/2	V8L	4 x 3 1/4	51.2	188@4000	Ch	5	6	OB	Y	N	18	-1/2 to 1/2°	-1/4 to 1 1/2°P	1/4 to 1/4	H	RW
CADILLAC	126 1/2	V8L	3 1/4 x 3 1/4	46.5	210@4150	Ch	5	5	OB	X	Y	19 1/2	±1/2°	±1/2°	1/4 to 1/4	H	RW
CHEVROLET (Conventional)	115	6L	3 1/4 x 3 1/4	30.4	108@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	1/4 ± 1/8	H	RW
CHEVROLET Powerglide	115	6L	3 1/4 x 3 1/4	30.4	115@3600	G	4	5	OB	N	Y	15	0 to 1°	0 to 1°	1/4 ± 1/8	H	RW
CHRYSLER Wind. & DeLuxe	125 1/2	6L	3 1/4 x 4 1/4	28.36	119@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±1/2°	0 to 1/8	H	P
CHRYSLER N. Y. & Special	125 1/2	V8L	3 1/4 x 3 1/4	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±1/2°	0 to 1/8	H	P
CHRYSLER Custom Imperial	132 1/2	V8L	3 1/4 x 3 1/4	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±1/2°	0 to 1/8	H	P
CHRYSLER Crown Imperial	145 1/2	V8L	3 1/4 x 3 1/4	46.51	180@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±1/2°	0 to 1/8	H	P
DeSOTO Powermaster	125 1/2	6L	3 1/4 x 4 1/4	28.36	116@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±1/2°	0 to 1/8	H	P
DeSOTO Fire Dome	125 1/2	V8L	3 1/4 x 3 1/4	42.05	160@4400	Ch	5	5	OB	Y	Y	22	1 to 3°-2° Prf.	±1/2°	0 to 1/8	H	P
DODGE Meadow. D46	119	6L	3 1/4 x 4 1/4	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±1/2°	0 to 1/8	H	P
DODGE Meadow. D47	114	6L	3 1/4 x 4 1/4	25.35	103@3600	Ch	4	5	OB	Y	Y	14	±1°	±1/2°	0 to 1/8	H	P
DODGE Coronet D44	119	V8L	3 1/4 x 3 1/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±1/2°	0 to 1/8	H	P
DODGE Coronet D48	114	V8L	3 1/4 x 3 1/4	37.80	140@4400	Ch	5	5	OB	Y	Y	19	±1°	±1/2°	0 to 1/8	H	P
FORD Main. & Customline 6	115	6L	3.56 x 3.60	30.4	101@3500	Ch	4	4	OB	Y	Y	15	±1/2 to 1°	0 to 1°	1/4 to 1/4	H	RW
FORD Main. & Customline 8	115	V8L	3.19 x 3 1/4	32.5	110@3900	G	3	4	OB	Y	N	22	±1/2 to 1°	0 to 1°	1/4 to 1/4	H	RW
HUDSON Wasp DeLuxe	119 1/2	6L	3 1/4 x 3 1/4	30.45	112@4000	Ch	4	7	Y	Y	Y	18 1/2	1/4 to 1 1/2°	1/4 to 1 1/2°	0 to 1/4	H	RW
HUDSON Wasp Super	119 1/2	6L	3 1/4 x 3 1/4	30.45	127@4000	Ch	4	7	Y	Y	Y	18 1/2	1/4 to 1 1/2°	1/4 to 1 1/2°	0 to 1/4	H	RW
HUDSON Hornet	123 1/2	6L	3 1/4 x 4 1/2	34.88	145@3900	Ch	4	7	Y	Y	Y	18 1/2	1/4 to 1 1/2°	1/4 to 1 1/2°	0 to 1/4	H	RW
KAISER Man. & DeLuxe	118 1/2	6L	3 1/4 x 4 1/4	26.3	118@3600	Ch	4	5	OB	Y	Y	12.5	±1°	0 to 1/2°	1/4 to 1/4	H	RW
HENRY J Corsair	100	4L	3 1/4 x 4 1/4	15.63	68@4000	G	3	4	OB	X	N	10.8	1/4 to 1°	1/4 to 1°	1/4 to 1/4	H	RW
HENRY J Corsair DeLuxe	100	6L	3 1/4 x 3 1/2	23.4	80@3800	G	4	5	OB	X	Y	9.5	1/4 to 1°	1/4 to 1°	1/4 to 1/4	H	RW
LINCOLN	123	V8L	3.80 x 3 1/2	46.2	205@4200	Ch	5	5	OB	Y	Y	22.5	0 to 1 1/2°	0 to ±1/2°	1/4 to 1/4	H	RW
MERCURY	118	V8L	3.19 x 4	32.5	125@3800	G	3	4	OB	Y	N	21.5	0 to 1 1/2°	0 to ±1/2°	1/4 to 1/4	H	RW
NASH Statesman	114 1/2	6L	3 1/4 x 4 1/4	23.44	100@3800	Ch	4	4	OB	N	Y	15	0 to 1/2°	±1/2°	1/4 to 1/4	H	RW
NASH Ambassador	121 1/2	6L	3 1/2 x 4 1/4	29.4	120@3700	Ch	7	6	OB	N	Y	18	0 to 1/2°	±1/2°	1/4 to 1/4	H	RW
NASH Rambler	100	6L	3 1/4 x 4	23.44	85@3800	Ch	4	4	Y	N	Y	12	1/4 to 1 1/4°	1/4 to 1 1/4°	1/4 to 1/4	H	RW
OLDSMOBILE "98"	124	V8L	3 1/4 x 3 1/4	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 1/2°	-1/4 to 1/2°	1/4 to 1/4	H	RW
OLDSMOBILE Super "98"	120	V8L	3 1/4 x 3 1/4	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 1/2°	-1/4 to 1/2°	1/4 to 1/4	H	RW
OLDSMOBILE DeLuxe "98"	120	V8L	3 1/4 x 3 1/4	45	150@3600	Ch	5	5	OB	Y	N	21.5	0 to 1/2°	-1/4 to 1/2°	1/4 to 1/4	H	RW
PACKARD Clip. & DeLuxe	122	8L	3 1/2 x 4 1/4	39.02	150@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 1/2°	0 to 1/8	H	RW
PACKARD Mayfair	122	8L	3 1/2 x 4 1/4	39.02	160@3600	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 1/2°	0 to 1/8	H	RW
PACKARD Cavalier	122	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 1/2°	0 to 1/8	H	RW
PACKARD Pat. & Custom	122	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	7	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 1/2°	0 to 1/8	H	RW
PLYMOUTH Cambridge and Cranbrook	114	6L	3 1/4 x 4 1/4	25.35	100@3600	Ch	4	5	OB	Y	Y	13	±1°	-3/4 to 3/4°	0 to 1/8	H	P
PONTIAC Chieftain 6	122	6L	3 1/4 x 4	30.46	115@3800	Ch	4	5	OB	Y	Y	18.3	±1/2° 0° Prf.	±1/2°	0 to 1/8	H	RW
PONTIAC Chieftain 8	122	6L	3 1/4 x 3 1/4	36.45	118@3800	Ch	5	5	OB	Y	Y	19.5	±1/2° 0° Prf.	±1/2°	0 to 1/8	H	RW
STUDEBAKER Champion	116 1/2	6L	3 x 4	21.6	85@4000	G	4	5	Y	Y	Y	10	1 1/4 to ±1 1/4°	0 to 1°	1/4 to 1/4	H	RW
STUDEBAKER Cmdr. & Land Cr.	120 1/2	V8L	3 1/4 x 3 1/4	36.4	120@4000	G	5	5	Y	Y	Y	17 1/2	1 1/4 to ±1 1/4°	0 to 1°	1/4 to 1/4	H	RW
WILLYS Aero Ace 665A Custom	108	6P	3 1/4 x 3 1/4	23.44	90@4200	G	4	5	Y	N	Y	11	±1°	1 1/4 to 1 1/4	1/4 to 1/4	H	RW
WILLYS Aero Lark 675A DeL.	108	6P	3 1/4 x 3 1/4	23.44	90@4200	G	4	5	Y	N	Y	11	±1°	1 1/4 to 1 1/4	1/4 to 1/4	H	RW

## ABBREVIATIONS

\*—Patrician, 127"; Custom, 149"  
 L—When equipped with Dynaflo, 13 1/4"  
 L—When equipped with Dynaflo, 18"  
 L—Cadillac model 6019, 130; models 7523 and 2533, 146 1/2"  
 Ch—Chain  
 F—F-head

G—Gear  
 H—Hydraulic  
 I—Valve-in-head  
 L—L-head  
 N—No  
 OB—Oil bath

P—Positive  
 Prf.—Preferred  
 Ps—Propeller shaft, rear transmission  
 RW—Rear wheels  
 X—Optional at extra cost  
 Y—Yes

# 1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP				ELECTRICAL				Battery	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degree)	Contact Arm Spring Tension (oz.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Cap. & Ter. Grd.	Carb. Mfg.	Model No.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)
ALLSTATE 4 Cyl.	22	25-34	17-21	28-32	5°bte	Ca. P. D.	24°@3000	22°-15°	100P	Ca	YF	3½Max.	16	16	9°bte
ALLSTATE 6 Cyl.	22	31-37	17-21	28-32	tde	V. D.	26°@3000	14°-18°	100P	Ca	YF	4½Max.	16	16	5°bte
BUICK Special 40	12½	No	19-23½	23-28	4°bte	FW	13°@2000	11°-13°	100N	Ca-St	AAUVB 267 7-90	5	15	15	14°bte
BUICK Super 50	12½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14°	70N	Ca-St	AAVB-26	5	Au	Au	25°bte
BUICK Roadmaster 70	12½	No	19-23½	30-35	5°bte	FW	18°@2150	12½°-14°	70N	Ca-St	4AUV 267 7-94	5	Au	Au	26°bte
CADILLAC	16	31±1½	19-23	35	2½°	V. D.	13½°@2000	14½°-17°	70N	Ca-R	WCFFB 2005-S or 4-GC	4-5½	Au	Au	22°bte
CHEVROLET (Conventional)	12½	38-45	19-23	33-38	5°bte	FW	18°@1800	13°-11°	100N	R	7004915	3½-4½	6	13	1°side
CHEVROLET Powerglide	12½	38-45	19-23	33-38	5°bte	FW	18°@1800	13°-11°	100N	R	700478	3½-4½	0	0	18°side
CHRYSLER Wind. & DeLuxe C-60	18-20	39±3°	17-20	35	tde	V. D.	11°@1425	10°-15°	120P	Ca	E9C1-E9A1	3½-5	8	10	12°bte
CHRYSLER N. Y. & Spec. Cust. Im.	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17°	135P	Ca	WCD-935-S	3½-5	Au	Au	15°bte
CHRYSLER Crown Imperial	15-18	32-36	17-20	35	4°bte	V. D.	12°@1775	12½°-17°	12vP	Ca	WCD-992-S	3½-5	Au	Au	18°bte
DeSOTO Powermaster S-18	18-20	39±3°	17-20	35	2°bte	V. D.	11°@1425	10°-15°	120P	Ca	E9C1	3½-5	14	14	12°bte
DeSOTO Fire Dome S-18	15-18	32-36	17-20	35	4°bte	V. D.	18°@1900	12½°-17°	120P	Ca	BBD-909-S	3½-5	Au	Au	12°bte
DODGE Meadowbrook D46-47	20	39	17-20	35	2°bte	V. D.	9-11°@1425	7-9°-14°	105P	Ca	D6H2	4-5½	10	10	8°bte
DODGE Coronet D44-48	17	32-36	17-20	35	4°bte	Ca. P.	14-16°@1750	10½°-12½°-17°	105P	St	WW3-108	4-5½	10	Au	17°bte
FORD Main. & Customline 8	24-26	35-38	17-20	34-37	tde	V. D.	None	16°-7, 15°	90P	Ho	1904-F	4-5	15	15	13°bte
FORD Main. & Customline 8	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	12½°-5°	90P	Ho	2100	3½-4½	13-15	17-19	8°bte
HUDSON Wasp DeLuxe	20	39	17-20	32	tde	FW	10°@1200	5°-12°	100P	Ca	WA1-749S	4-5	10-12	10-12	26.8°bte
HUDSON Wasp Super	20	39	17-20	32	tde	FW	9°@2000	4°-12°	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
HUDSON Hornet	20	39	17-20	32	tde	FW	9°@2000	4°-12°	100P	Ca	WGD-776S	4-5	10-12	10-12	26.8°bte
KAISER Man. & DeLuxe	22	31-37	17-21	28-32	4°bte	V. D.	20°@3200	12°-15°	100P	Ca	WGD	5	14	14	10°bte
HENRY J Corsair	22	35-34	17-21	28-32	5°bte	Ca. P.	24°@3000	22°-15°	100P	Ca	YF	3½	16	16	9°bte
HENRY J Corsair DeLuxe	22	31-37	17-21	28-32	tde	V. D.	26°@3000	14°-18°	100P	Ca	YF	3½	16	16	5°bte
LINCOLN	14-16	26-28.5	17-20	34-37	3°bte	V. D.	None	17°-5, 8°	110P	Ho	2146	3½-4½	Au	Au	18°bte
MERCURY	14-16	26-28.5	17-20	29-32	2°bte	Ca. P.	None	9½°-5°	100P	Ho	1901-FFC	3½-4½	13-15	17-19	8°bte
NASH Statesman	22	31-37	17-21	30	4°	V. D.	24°@2800	7½°-15°	90P	Ca	WCD-2034S	4½-5½	15	15	10°bte
NASH Ambassador	22	31-37	17-21	30	4°	V. D.	30°@2700	6°-15°	90P	Ca	YH865-S	4½-5½	12	16	12½°bte
NASH Rambler	22	31-37	17-21	30	4°	V. D.	24°@2800	7½°-15°	90P	Ca	YF-2014S	4-5½	15	15	10°bte
OLDSMOBILE "88" & Super "88"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3600	20°-19°	70N	R-Ca	4GC-WCFB	4-5	Au	Au	13½°bte
OLDSMOBILE DeLuxe "88"	16	26-33	19-23	30	2½°bte	Ca. P.	30°@3600	20°-19°	70N	Ca	WGD	4-5	Au	Au	13½°bte
PACKARD Clip., DeLuxe, May. & Cav.	12½-17	30	17-21	23	6°bte	V. D.	16°@3200	10°-10°	100P	Ca	WGD-784S	4-5	7	10	15°bte
PACKARD Patrician Custom	12½-17	27	17-20	28	6°bte	V. D.	15°@2800	13°-10°	120P	Ca	WGD-928S	4-5	Au	Au	15°bte
PACKARD Patrician Custom	12½-17	27	17-20	28	6°bte	V. D.	15°@2800	13°-10°	120P	Ca	WCFB-985S	4-5	Au	Au	15°bte
PLYMOUTH Cambr. & Cranbrook	20	39±3°	17-20	35	2°bte	Ca. P.	11°@1425	9°-14°	100P	Ca	D6H2	4-5½	10	14	12°bte
PONTIAC Chieftain 6	22	37	17-20	23-28	3°bte	V. D.	23°@3600	24°-20°	100N	Ca	WCD-2016S	4-5.2	11	13	12°bte
PONTIAC Chieftain 8	16	30	19-23	23-28	6°bte	V. D.	22°@3700	22°-20°	100N	Ca	WCD-9178A	4-5	11	13	8°bte
STUDEBAKER Champion	20	38-40	17-20	27½	2°bte	V. D.	14°@2800	20°-12°	100P	Ca	WES86S	4-5	16	16	15°bte
STUDEBAKER Cmdr. & Land Cr.	13-18	28-34	17-21	37½	4°bte	V. D.	32°@2900	18°-10½°	100P	St	WWUVL-26	4-5	30	30	11°bte
WILLYS Aero Ace 685A Custom	20	39°	17-20	30	tde	V. D.	19°@2600	12°-14°	90N	Ca	YF924S	3½-4½	18	16	9°bte
WILLYS Aero Lark 675A DeL.	20	39°	17-20	30	tde	V. D.	19°@3000	12°-15°	90N	Ca	YF937S	3½-4½	16	16	8°bte

## ABBREVIATIONS

1.—Dwell meter for setting point opening is not recommended  
 Au.—Automatic  
 nte.—Before top center  
 Ca.—Center

Ca. P.—Crankshaft pulley  
 FW.—Flywheel  
 Ho.—Holley  
 N.—Negative  
 P.—Positive

R.—Rochester Products  
 SL.—Stromberg  
 tde.—Top dead center  
 V. D.—Vibration damper

*"Commercial Credit Plan gives  
customer good coverage of  
insurance, financing, courtesy"*

SAYS MR. JOHN A. POPE, SR., Pres. of Jno.  
A. Pope Motor Co., enterprising Dodge Dealer of  
Columbus, Georgia.



22 YEARS AGO Mr. John A. Pope decided to drop financing arrangements with local banks and start using the COMMERCIAL CREDIT PLAN exclusively. And it's been that way ever since.

The reason is simple enough. For in Mr. Pope's opinion, business is good with the COMMERCIAL CREDIT PLAN. He believes COMMERCIAL CREDIT affords better collections and he likes the fact that no money is lost. Mr. Pope also likes the fast service and kindness to customers.

Yes, no matter where you go, you'll find dealer after dealer who has been

using COMMERCIAL CREDIT PLAN successfully for 5, 10, 15, 20 years or longer. Why? Because they know they can count on COMMERCIAL CREDIT for "financing as usual" regardless of the times. And they know they can rely on COMMERCIAL CREDIT's "know how," ample resources and complete facilities to meet all their financing needs.

Find out how this Plan can help you increase sales and profits, too. Just write or phone your nearest COMMERCIAL CREDIT office today for the complete story. Ask about "The Salesman's Angle," too.



**COMMERCIAL  
CREDIT  
CORPORATION**

A service offered through subsidiaries of  
Commercial Credit Company, Baltimore  
... Capital and Surplus over \$125,000,000  
... offices in principal cities of the United  
States and Canada.

**COMMERCIAL CREDIT DEALERS ARE *Successful* DEALERS**

## Value of Present Battery Additives Questioned by Battery Manufacturers

**T**HE Association of American Battery Manufacturers knows of no additive product, compound or "dope" offered for sale as beneficial to the storage battery which substantiates the claims its sponsors make, according to a resolution adopted by that group at its meeting in Quebec City recently.

Extensive research by members and allied industries, as well as the National Bureau of Standards, has found no product that is beneficial to the batteries and has established that the use of certain additives is definitely harmful, the resolution stated.

The association and its members

are prepared to "approve, recommend or use such battery additive products which through exhaustive, impartial analysis, as well as laboratory and field testing in accordance with accepted engineering practices, can be proved beneficial to the storage battery and advantageous to the user," it was stated.

Evidence of the progress in battery manufacturing was presented at the meeting. A battery built to meet today's automotive requirements, if constructed within the limits of technical knowledge existing in 1913, would be five times as large, five times as heavy and would cost four times as much, the association said.

The association also emphasized the importance of educating battery users and the automotive service industry in proper use and maintenance methods to increase the life and performance of batteries.

### How Much Dirt Does Oil Filter Remove?

**A**N OIL-FILTER cartridge looks mighty dirty when the time for it to be changed rolls around, but just how much dirt does it collect?

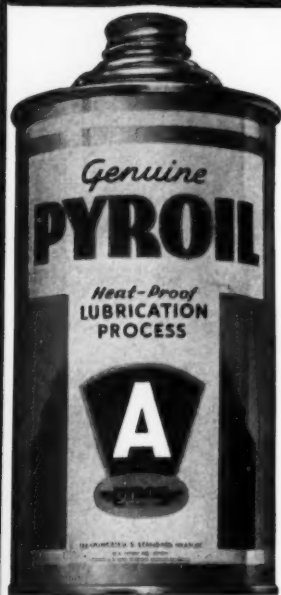
Tests conducted recently by AC Spark Plug Division of General Motors with its Aluvac-type filter give some idea.

After 4,318 miles of predominantly city driving, the filter in a Cadillac had collected dirt and foreign matter weighing almost 13 ounces. After 4,781 miles of predominantly cross-country driving, the filter in a Cadillac had collected more than 14 ounces. The deposits were composed largely of hard carbon, metal oxides and road dirt. Use of detergent oil kept down sludge.

### Nash Cars Are Prizes in U. S. I. Contest

**A** CONTEST for automotive dealers and their employees, built around its permanent-type anti-freeze, has been announced by U. S. Industrial Chemicals Co. Contestants are to complete a sentence telling why motorists should buy the anti-freeze and buy it early.

The grand prize will be a two-week trip to Europe. Ten Nash Ramblers will be awarded district winners, as well as other prizes. Jobber salesmen whose customers win a prize will also be given an award by the company.



## PYROIL'S

*"Less Than \$1.00  
Motor Treatment"*

**MEANS**

**QUICK SALES - BIGGER PROFITS  
For JOBBERS and DEALERS!**

• • •

The entire and very extensive Pyroil national advertising campaign is spot-lighting the "Less Than \$1.00 Pyroil Motor Treatment". Motorists are getting wise

to the fact that when their choice of additives is Pyroil, they get the **BEST FOR LESS** and they're really getting in on a bargain.

**BIG ADVERTISING PROMOTION  
MAKES TREMENDOUS HIT!**

The complete "Less Than \$1.00 Pyroil Motor Treatment" is selling like "hot cakes" in every section of the country. You and your dealers can cash in on this big swing to Pyroil!

## PYROIL COMPANY

233 Pyroil Building  
La Crosse, Wisconsin

#### REPRESENTATIVES:

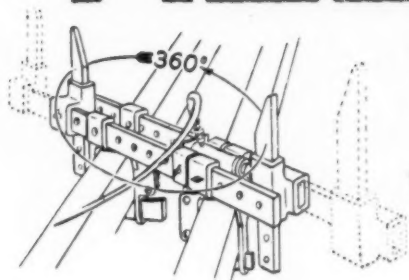
**Southeast**—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia  
**Southcentral**—John T. Jolly Sales Co., 1916-34th Ave., Meridian, Miss.  
**Southwest**—Hirsh-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas  
**West Coast**—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.





# IT'S GOOD NEWS ABOUT ALIGNMENT

# HELP IS ON IT'S WAY



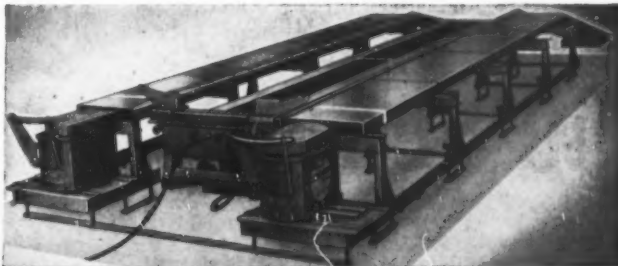
**NOW you can straighten today's difficult frames and restore basic body alignment**

**WITH THE NEW EASY TO OPERATE**

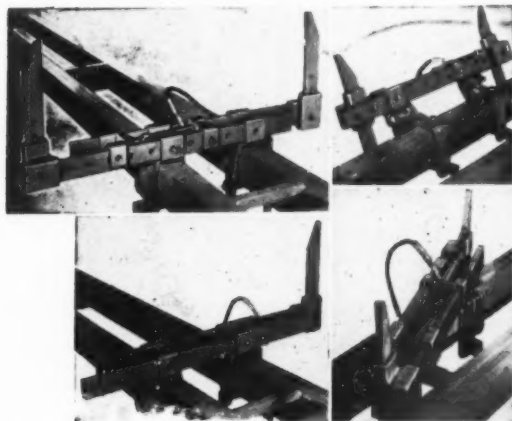
## **Bee-Liner 360**

**THE BEE-LINER 360 IS THE ANSWER TO YESTERDAY'S ALIGNMENT TROUBLES AND THE ADDED PROBLEMS OF TODAY'S FRAME BODY CONSTRUCTION**

- Jack always remains in a low position out of the way, always in line with push or pull, yet tools provide maximum versatility in operating height
- Angles of push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze are available in any direction in a 360° circle
- Ample amount of push or pull without disturbing set-up
- Capable of performing every conceivable frame straightening operation



The Bee-Liner 360 unique design makes it exceptionally versatile. The practically unlimited combination of hook-ups insure a more efficient handling of all frame straightening operations, faster. With full 360° angle of hook-up, the jack is always in line with the push or pull. Jack operates below all obstructions, out of the way. Frame press and knee adjustment insure proper working height. Set-up may be pinned and held while jack is reset for further push. The Bee-Liner 360 for the first time makes it possible to push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze in any of the 360 degree angles.



for every frame straightening operation.

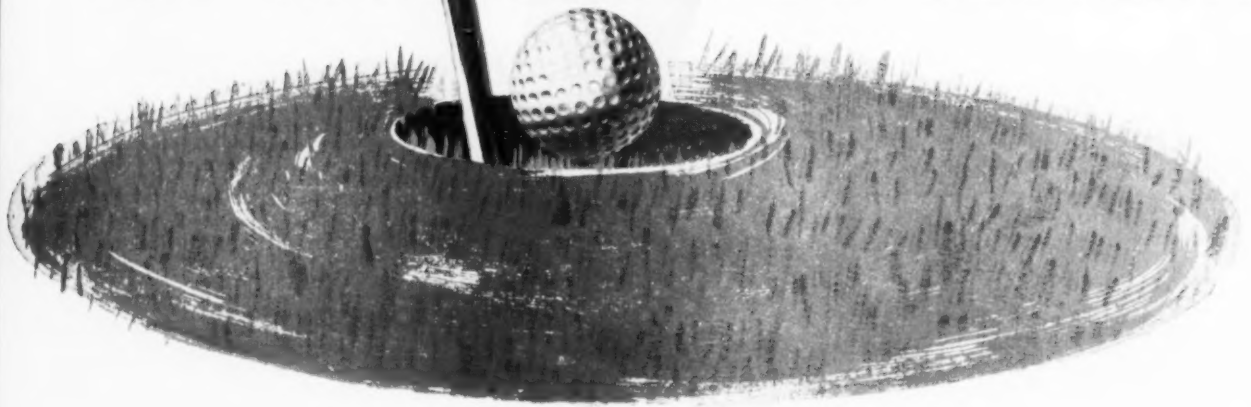
SQUEEZE	STRETCH-PULL
SPREAD	ANGLE PUSH
STRETCH	PUSH
DOUBLE PUSH	DIAMOND

**MAIL TODAY FOR LITERATURE**

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

**Bee-Line co.**  
 DAVENPORT, IOWA U.S.A.

**YOU JUST CAN'T DO BETTER...**





# NO, YOU JUST CAN'T DO BETTER!

This set will out perform any other piston ring set in the "hard to hold" jobs regardless of kind, design or price

## CHROME CONTROL **LEAK-PROOF**

REG. U. S. PAT. OFF.

### PISTON RINGS



**McQUAY-NORRIS MANUFACTURING CO., ST. LOUIS 10, MO.**

# Readers are invited to contribute to—SHOP TALK

## USING LEFT FOOT

Baltimore, Md.

Dear Sir:

I would like to locate the manufacturer of left-foot throttles for our Pontiac with Hydra-Matic drive. Any information that you can give will be greatly appreciated.

GEORGE H. WHITE,

Service Manager,  
General Pontiac Corp.

A New Product item in our June, 1952, issue listed William Walter Co., 2137 North 59th St., Milwaukee 8, Wis., as a manufacturer of left-foot accelerators for cars and trucks with both conventional and automatic transmissions. A special left-foot kit was also announced by Pontiac last month.

A column of informal comments about the automotive trade and its problems.

## WANTS SPEEDOMETER INFO

Greenwood, S. C.

Gentlemen:

We will appreciate it very much if you can furnish the name of any publisher from whom manuals or texts pertaining to the repairing of speedometers may be obtained.

JAMES R. SWYGERT, JR.,  
Parts Manager,  
Ouzts Motors, Inc.

Glad to send you the names of several manufacturers of speedometers and speedometer parts who may have service manuals.

## NO FORWARDING ADDRESS

After calling on a Southwestern dealership, a circulation representative reported that SAJ had published a Time Saver from a mechanic at that dealership several years ago and the man had not been paid for it. The editors immediately wrote to the dealership, asking the mechanic's name and other details so that any error in payment could be corrected as soon as possible. The dealer replied:

"The mechanic who sent the idea in stole a car from me and now is somewhere in California, so just skip the whole deal."

## TURNPIKE TRAFFIC ROLLS

Oklahoma City, Okla.

Dear Sir:

We thank you for the interesting page of photographs and story on the Turner Turnpike in Oklahoma in your June issue.

Oklahoma is very proud of this 88-mile modern expressway, financed completely by private capital through self-liquidating bonds. The traffic and revenue far surpass the most optimistic forecast.

STANLEY DRAPER,  
Managing Director,  
Oklahoma City Chamber of Commerce

## RATED AMONG THE Top Two

in recent important tests  
by a leading consumer testing organization!

Acme Tire Pressure Gauges rated among the top two for accuracy, readability and ability to "take it" in recent important consumer tests! Used by leading servicemen everywhere. Send for complete catalog No. 1003.



### ACME AIRLINER

The 3-in-1 Gauge. Inflates, deflates, gauges. A "must" for all stations.



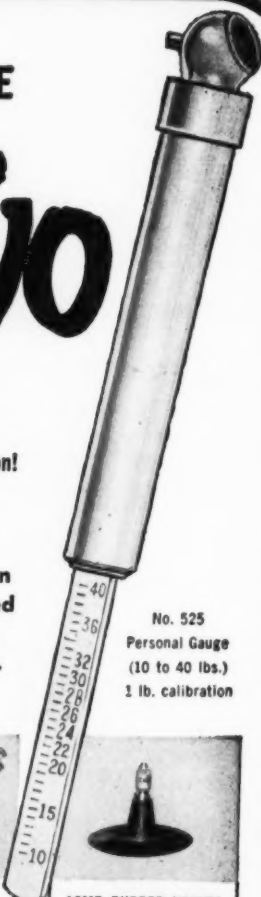
### ACME VALVE CORES

Equal to or better than other leading brands, by independent test!



### ACME RUBBER VALVES

Made of premium quality rubber. For use on natural or synthetic rubber.



No. 525

Personal Gauge  
(10 to 40 lbs.)  
1 lb. calibration

**ACME** TIRE PRESSURE GAUGES  
AND OTHER AIRLINE ACCESSORIES  
ACME AIR APPLIANCE CO., INC.  
100-120 Hinsdale St., Brooklyn 7, N. Y.



# Only Dodge Offers **3**★Way Dealer Profits

**From a Single Sales Agreement!**

## **TRIPLE-DECKED LINE**

- 1 DODGE action-built CARS** . . . take the measure of all "eights".
- 2 PLYMOUTH** . . . 3rd largest selling car in America.
- 3 DODGE "Job-Rated" TRUCKS** . . . meet 98% of all hauling needs.

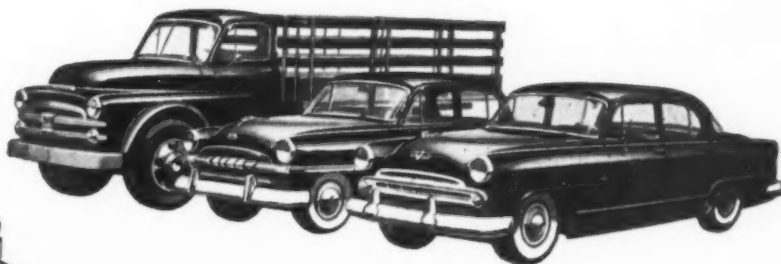


## **TRIPLE TIE-IN AGREEMENT**

Dodge dealers profit from the sales of "all three"—the only profit opportunity of its kind in the auto industry.

## **TRIPLE-CHECKED ADVANTAGES**

- 1 A single overhead** for "all three" . . . reduces operating cost . . . raises net income!
- 2 Helpful field force** . . . assists in dealer effort.
- 3 Sales-building factory aids** . . . available for selling, merchandising, training ideas.



**WRITE TODAY FOR COMPLETE DETAILS**

**DODGE DIVISION of Chrysler Corporation • Detroit 31, Mich.**



More than 130 dealers, garagemen and fleet mechanics from the Shenandoah Valley attended a recent brake clinic held by Bear Auto Parts Co., Harrisonburg, Va., with Johns-Manville Corp. as co-sponsor. After the clinic session there was a social hour. E. H. Bear is owner of Bear Auto Parts and Walter F. Green is sales manager of the company.

## Danger Points of Cars Highlighted in Report

A BOOKLET detailing what a three-year research project revealed about danger points in the design of some modern cars, as well as some dangerous driving practices, has been issued by Motor Vehicle Research, Inc.

The research did not deal with any particular make or model but with general design characteristics that are found in many current cars. The weaknesses in certain types of body design and seat construction that could result in injury in case of accident are examples of the type of material covered. Another section discusses how the positioning of controls, instruments and door handles can affect driver safety and convenience.

Tips for the driver on how to prevent carbon monoxide from entering the car when driving in traffic, how to load cars more safely and other factors are included. Many points are illustrated with photographs and diagrams.

Cost of "The Truth about American Cars" is \$1. Copies are available from Motor Vehicle Research, Inc., South Lee, N. H.

## Tennessean Marks 30th Year

A. E. Klemmedson, sales manager for Ford Division at Memphis, Tenn., observed his 30th anniversary with Ford last month. He joined the company in 1923 as a sales representative at Los Angeles and was manager of the Dallas and Oklahoma City districts before going to Memphis in 1949.

## Kentucky Dealer Dies

Raymond E. Montgomery, 54, president of Montgomery Chevrolet Co., Louisville, Ky., died recently after being ill for several months.

## Install JOHNSON ENGINE BEARINGS they make satisfied customers

JOHNSON Bearings fit properly, are easy to install, and give long, trouble-free performance. Be sure you are using the well-known Johnson Bearings.

To assist and guide you in the correct method of removing, installing and maintaining them, we have prepared a 96-page Automotive Bearing Manual. (If you do not have it, write today on your business letterhead and we'll send you a copy free.)

JOHNSON BRONZE CO.,  
565 South Mill Street,  
New Castle, Pennsylvania.

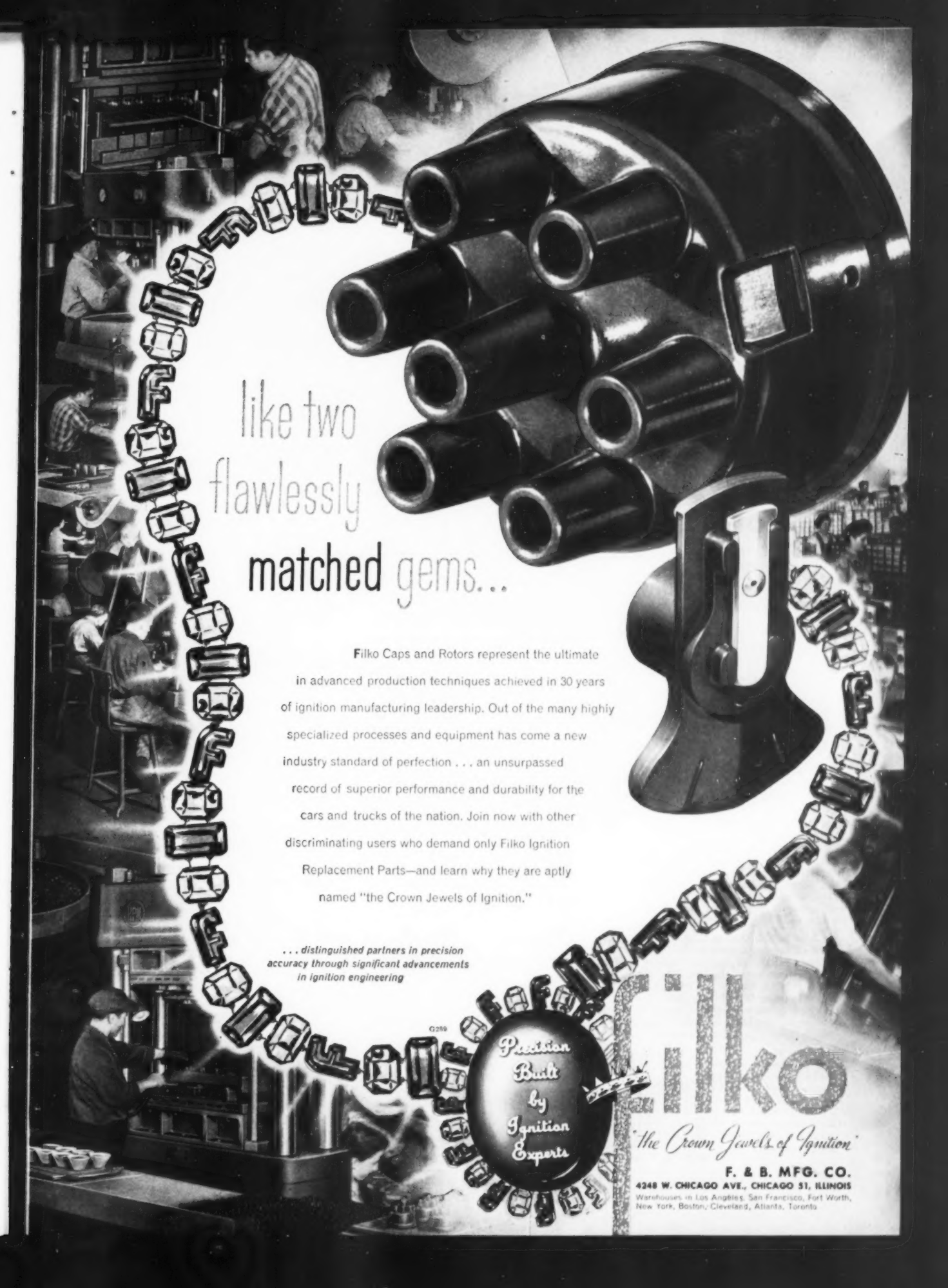
HERE'S  
A TIP!

—Excerpt from Page 68,  
Johnson Automotive  
Bearing Manual

When assembling the split type camshaft bearing, care should be taken that the bearing is not misaligned before pushing it in place. This might cause the bearing to collapse, that is, one side of the split may slide up over the other. When using a pneumatic or hydraulic installation tool, this difficulty is greatly decreased due to the smooth, steady pressure exerted on the cam. The entering chamfer is able to guide the bearing into the housing with no tendency to cock it. In smaller shops using manual insertion tools, the uneven pressure exerted by the mallet blows often throws the bearing off line. It is important to start the bearing with light taps so that the lead chamfer is evenly started and then the bearing can be driven home.

In the case of a misaligned block or a non-standard undersize shaft non-precision replacement cam bearings are available which can be line bored to the proper size. Again, this operation is very similar to that used on servicing the crankshaft bearings.





like two  
flawlessly  
matched gems...

Filko Caps and Rotors represent the ultimate in advanced production techniques achieved in 30 years of ignition manufacturing leadership. Out of the many highly specialized processes and equipment has come a new industry standard of perfection . . . an unsurpassed record of superior performance and durability for the cars and trucks of the nation. Join now with other discriminating users who demand only Filko Ignition Replacement Parts—and learn why they are aptly named "the Crown Jewels of Ignition."

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accuracy through significant advancements  
in ignition engineering*

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*Precision  
Built  
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*"the Crown Jewels of Ignition"*

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4248 W. CHICAGO AVE., CHICAGO 31, ILLINOIS

Warehouses in Los Angeles, San Francisco, Fort Worth,  
New York, Boston, Cleveland, Atlanta, Toronto

Dear Bill,

We've been doing a little "support action" the last couple of weekends.

The boss laid his problem before us at a service meeting, and his proposition looked like an opportunity to pick up some extra vacation money, so we've all volunteered a half-day or a day each weekend this month to clean up the used-car service backlog.

The used-car manager made a break-down of his service needs to get the used cars in condition for



**GIVE  
DOUBLE  
SERVICE!  
GET  
DOUBLE  
PROFITS!**

with



Hypressure JENNY "Combination" is the world's only two-in-one steam cleaner and cooling system back-flusher!

**AS A STEAM CLEANER . . .**  
JENNY can earn you \$5.00 in 15 minutes cleaning oil, mud, and grease from a car motor...or equally handsome profits cleaning chassis . . . preparing for undercoating or repainting . . . and doing scores of other services customers need and want.

**AS A COOLING SYSTEM FLUSER . . .**  
JENNY can help you average \$9.50 on every job, including replacement parts, hose, clamps, rust inhibitor and other accessories. Combination JENNY enables you to offer so many extra services it can easily double your profits and pay for itself in a few months.

For complete information write today for Free Booklet "1001 WAYS TO EXTRA PROFITS WITH HYPRESSURE JENNY". For local jobber consult the Yellow Pages of your Telephone Book.



JENNY Steam Cleans engines, chassis, parts, etc., eight to ten times faster than by hazardous bucket-brush-and-solvent methods.

JENNY Steam Thoro Purges radiator, engine block and heater without removing radiator from car.



HYPRESSURE JENNY DIVISION

HOMESTEAD VALVE MANUFACTURING COMPANY

P. O. BOX 99

CORAOPOLIS, PA.

the lot, and each shop department took on the extra jobs for overtime work, since, as usual, their rush struck just when the shop was the busiest. When we lifted the several hundred manhours of special jobs off his back, the used-car manager could assign the remaining general work to his mechanics and appearance men and get the cars on the lot.

They've been handling used cars like they were hot of late, trying to keep them moving as fast as possible, for the boss says just a short log-jam in their movement and the profit for the whole business for the year can hit the skids, come a market price change with the lots full. They've found that our shop specialists can piece-work their type job much faster than the used-car department's general mechanics can do them, so the relief from specialty jobs allows their general mechanics to do the finishing work and put a lot of cars on display that would otherwise gather dust and lose value on the waiting line.

We come out okay, since they feed them to us just like customer jobs and we guarantee our work, so draw full flat-rate percentage. They supply a foreman to hustle and test them and the used-car manager does the paper work. We make good time since there are no customer interruptions when the front door is closed, so everybody is happy with the way the rush has been taken care of.

The service salesmen always come in for a beating at the service meetings. They've all had a lot of experience so are used to it—and take it with a grin and a grain of salt. They really have quite a problem sometimes, like trying to keep the brake-department boys busy on a week when they have a run on tune-ups. But it is surprising how many jobs they can rake up out of thin air when they are pressured for them. They have to



# A "TEACUP OF GAS"

AND A NEW KIND OF CAR  
BRING HUDSON DEALERS THE BUSINESS



Dramatic, scientific test proves the compact HUDSON JET has the best performance and economy in the lowest price field!

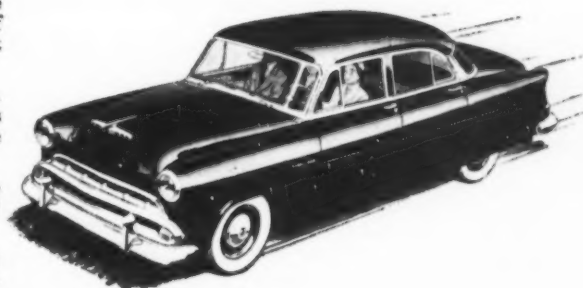
Right now Hudson dealers are in the midst of one of the hardest-hitting demonstration programs in the history of the auto business: the "Teacup Test" with the compact Hudson Jet.

This is a dramatic test of performance and economy. Just a teacup of gas, in a scientific gasoline meter, proves this new kind of car outperforms any other car in the lowest price field—and does it with less gas!

The "Teacup Test" is drawing buyers in every price field: prospects not only for Jets, but for Hornets and Wasps—even used cars.

This program is backed by nearly *three million dollars* in advertising and promotion—the kind of aggressive support *you'd* be getting if you were a Hudson dealer! Why don't you check into the Hudson franchise—today!

Standard trim and other specifications and accessories subject to change without notice.



Phone, wire or write **TODAY!**

## HUDSON

**JET**

Best Performance and Economy  
in the Lowest Price Field

**WASP**

Lower Priced Running Mate  
of the Hornet

**HORNET**

National Stock-Car  
Champion

C. A. J. Hadley, Sales Manager  
Hudson Motor Car Company  
Detroit 15, Michigan

Please rush full information on the Hudson dealer franchise and details on the new Hudson Jet.

Name

Address

City & State

Business  Position

maintain a balance throughout, for if they push any job until the customers feel that they are being pressured into it, they've "had it." If they lose their customer's confidence, they're no good to the shop or themselves.

Our body shop has been helping the kids out with their "customizing" operations. The boys tear off most the nickel and white metal, make various other metal changes—and then come in for the body men to fill and prime the holes and rough spots. After an-

other financial bout with dad they come back for more work or maybe a paint job. Many of the jobs are hard to place as to original make—and lots of them look like they are running uphill all the time—but the kids are happy with them and learn a lot about automobiles with their "chopping and channeling" operations.

Hope your pre-Fourth of July biz was as merry as ours. And that you got the biggest fish!

Yrs,

Ed.

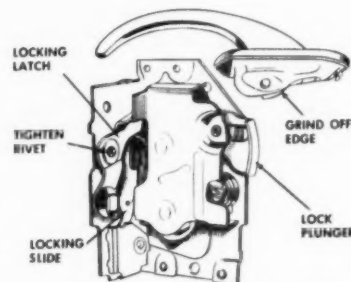
## Adjusting Door Locks On Plymouth Cars

THE following suggestion for correcting door-lock difficulties was contained in a recent issue of *Plymouth Product Information News*:

When checking the door locks on P-24 model Plymouths, there may be occasions when the door can be locked from the inside but not from the outside with the key. If this is the case, look for the condition in the handle or latch, and not in the lock cylinder.

The pull-type handle used on 1953 models should be positioned so that it fits completely over the lock plunger. Excess metal may cause partial engagement of the lock plunger, and the door cannot be locked from the outside with the key.

Grind off the excess metal, as shown in the illustration.



It may also be helpful to see that the rivet on the locking latch is tightened sufficiently. In addition, be sure that the remote control assembly in the door inside panel is positioned properly.

## Servicing the Hy-Drive

(Continued from page 71)

install the lock washers and bolts.

Install the clutch disc, clutch cover and pressure plate assembly. Align the punch marks made during the disassembly and make certain that the clutch disc, pressure plate and clutch driving plate are free of grease or oil.

Clutch housing:

Make certain that the mating surfaces of the torque converter housing and clutch housing are free of dirt, burrs or rough spots. Carefully position the clutch housing on the locating dowels in the torque converter housing. Install the bolts and lock washers. Tighten to a torque of 25 foot pounds.

Raise the engine a little above its normal position and install the frame crossmember. Install the en-

**AMMCO makes them all!**  
engine repair, brake service  
and honing equipment

**The Complete Line**  
is available from your AMMCO jobber

**Play Safe with Ammco...The Big Buy!**  
**AMMCO TOOLS, INC.**  
2110 COMMONWEALTH AVE. • NORTH CHICAGO, ILL.

**AMMCO**

Tools and equipment shown include: BRAKE GAGES, BRAKE CYLINDER HONES, SAFE-ARC BRAKE SHOE GRINDERS, WET HONING MACHINES, DRY HONING MACHINES, BRIDGE REAMERS, CYLINDER SURFACING HONES, BRAKE CYLINDER SURFACING HONES, CYLINDER HONES, SMALL BORE HONES, PORTABLE COOLANT UNITS, PIN VISES, TORQUE WRENCHES, SAFE-TURN BRAKE DRUM LATHES, TAP-ROCK GRINDERS, LOCKING LATCH, TIGHTEN RIVET, LOCKING SLIDE, LOCK PLUNGER, GRIND OFF EDGE, CONNECTING ROD ALIGNERS, and LINE BORING MACHINES.

THICK BLOCKS

AXLE GROUPS

COMPLETE CAR SETS

**American Brakeblok**

THE SAFETY BRAKE LINING

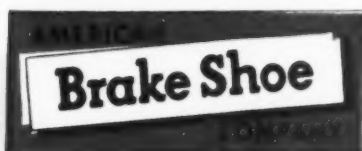
**We've added  
another plus  
to increase your business**

**Protect your reputation**

**INSTALL**

**American Brakeblok**

**THE SAFETY BRAKE LINING**



Exchange brake shoes—bonded with genuine American Brakeblok! At your Jobber's now! Provide your customers with the safe stops, the long life, the dependable performance for which American Brakeblok is famous . . . and, at the same time, cut installation time, deliver jobs faster, increase your profits.

And to this add the unsurpassed acceptance of American Brakeblok thick blocks and axle groups in the bus and truck field; our complete coverage of passenger cars, foreign and domestic; and you see why American Brakeblok is the profitable answer to your brake lining needs.

Make American Brakeblok *your* number one line. Call your nearby N. A. P. A. Jobber today.

Copyright 1953, American Brake Shoe Company



**AMERICAN BRAKEBLOK DIVISION**  
DETROIT 9, MICHIGAN

Plants in: Detroit, Michigan; Winchester, Virginia; Lindsay, Ontario; Gif, France

gine support insulator and bolts. Lower the engine and install the washers and nuts on the bolts and tighten.

Install transmission and propeller shaft. Then connect clutch and parking brake linkage.

Adjust clutch linkage (Fig. 5).

#### Trouble-Shooting

##### Engine surges:

1.—Dash pot adjustment screw—If the car seems to surge ahead upon sudden release of the accelerator pedal and gear clashing is

experienced when shifting, this is an indication that the adjustment screw is turned counter-clockwise too many turns and must be turned clockwise to obtain satisfactory engine operation. Before making the adjustment make sure engine idle speed is between 450 and 500 rpm and engine is at normal operating temperature.

2.—Orifice bleed—If the throttle closes too slowly and cannot be corrected by the adjustment screw, this condition could be due to a restriction in the orifice bleed

hole in the plunger rod.

##### Noises:

1.—Clutch pedal free play—A constant rattle evident while driving, and disappearing when the clutch pedal is depressed, can be traced to insufficient clutch pedal free play. This condition can be corrected by adjusting the clutch release fork rod adjusting nut until the required one inch pedal free play is obtained.

2.—Parking brake—A whistling noise can be traced to improper adjustment causing interference between the parking brake drum and parking brake band lining. Re-adjust the parking brake lining and band assembly. There should be .015 to .020 inch clearance between the drum and lining when the parking brake is released.

##### Low oil pressure:

1.—Regulator valve—Low oil pressure (below 15 lbs.) at engine idle speed on new engines can be traced to foreign matter on the regulator valve seat in the turbine shaft.

2.—Reaction shaft oil seal ring—A broken or worn oil seal ring will cause low oil pressure at engine idle speed. The oil would bypass the converter hub oil seal and leak into the torque converter housing.

3.—Turbine shaft oil seal ring (rear)—A broken or worn oil seal ring could cause low oil pressure at engine idle speed. The oil would bypass the ring and return to the engine crankcase. At high engine speeds the oil may bypass the neoprene turbine shaft bearing oil seal. The oil would then enter the clutch housing and get on the clutch disc facing, causing slippage and chattering.

##### Leakage:

1.—Converter hub oil seal—A worn converter hub oil seal or a broken or worn reaction shaft oil seal ring will allow oil to leak into the converter housing.

2.—Reaction shaft gaskets—Failure to correctly position the reaction shaft or tighten the reaction shaft bolts to the specified torque would allow oil to seep past the gaskets and into the converter housing.

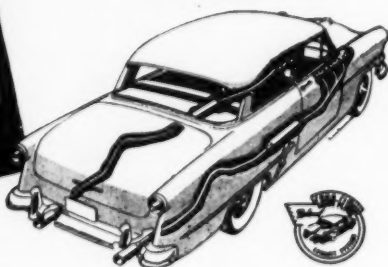
3.—Turbine shaft bearing oil seal—A worn oil seal or a broken or worn turbine shaft oil seal ring (rear) would allow oil to enter the clutch housing.

4.—"O" ring seals (cylinder block)—Failure to install "O" ring seals between the cylinder block  
(Continued on page 96)

"there is no substitute for quality! . . . that's our company motto . . . that's why we carry the *Belond* line"

says George Rokutani

of Motor Repair Service  
St. Paul, Minn.



Just like aggressive dealers throughout the country, George Rokutani finds there is nothing like quality products to keep sales going up. And Belond EQUA-FLOW is the first, the finest, and still the leading name in the field of exhaust systems. The unconditionally-guaranteed quality of Belond EQUA-FLOW Exhaust Systems, their ease of installation plus their heavy consumer promotion means continuing and increasing profits for dealers who stock and push the line. Why not climb on the band wagon yourself? Ask your jobber, or write us for full information.

*Southern California*  
MUFFLER CO.

11039 WASHINGTON BLVD.  
CULVER CITY 22, CALIFORNIA

© 1953



A TRUE SUCCESS STORY

# THE FARM BOY AND DOC'S NEW CAR

A ride in Doc's 1900 horseless carriage carried Eli away from the farm forever. Coffee and tea, butter and eggs—all helped this small farm boy's dreams come true

Reading time: 1 minute, 41 seconds

**Y**OUNG ELI ran pell-mell down the dusty country road, his face alight with excitement.

This was in 1900. Master Eli, 10 years old, was on the way to Doc's house, three miles distant. Doc had promised not only to show the boy his new Duryea—but to give him a ride!

The thrill of that ride hasn't been dulled by a mere passage of half a century. Even today, Eli's face glows and a spark is rekindled in his eyes as he recalls the scene.

"That day," he said, "I knew why I was put on earth, and it wasn't to farm. I was crazy for just one thing—to be around cars."

That enthusiasm—and his native ability—made Eli a successful man. He has been selling automobiles since 1912—and Chryslers since they were introduced in 1924. He can be found at a desk at the rear of his showroom, easily accessible to his

customers coming in for cars or service.

"Management," he declared firmly, "should be available to purchasers *after* they buy their automobiles—not just when the sale is being made."

Eli talks to them with obvious sincerity and listens with a sympathetic ear. Because they go away satisfied, they usually return, often with friends.

The path from the 1900 farm lane to the executive desk in his own dealership was not smooth. When he was 12, Eli and his family moved to the city. His ill father no longer could operate the farm. Eli worked days, but he was fiercely determined to get an education. Going to school nights, he completed high school in 3 years.

He not only worked his way through college, but sent money home. His jobs included supervising campus maintenance and 3 coffee-and-tea routes, operating a lunch room and repairing cars for less expert students.

Grubstaked by a former farm neighbor, Eli opened up a butter-and-egg business after college. His success in peddling coffee and tea door-to-door led him to merchandise his new products the same way. But this took trucks, and the service available disappointed him. So



Eli started his own garage and dealership. It flourished to such an extent that he sold his food business.

Returning from World War I to an insolvent business, he was invited to be guest of honor at a creditors' meeting. He asked for time and got it. In a few years, he rebuilt his dying automobile business. It was then that Chrysler entered his life.

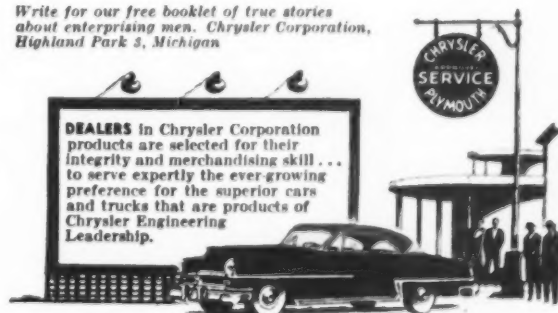
"At its first showing," he recalled, "I saw it had features found only on much more expensive cars. I drove it and it outperformed anything on the street. I knew immediately it was the car for us to sell, and 29 years later I'm even more convinced of it."



Eli's prosperous Chrysler-Plymouth business rests on a sales theory he evolved peddling door-to-door: "Tell the truth, stick to facts, and you don't have to remember what you said."

The once barefoot farm boy still has his feet solidly on the ground—and money in the bank!

Write for our free booklet of true stories about enterprising men. Chrysler Corporation, Highland Park 3, Michigan



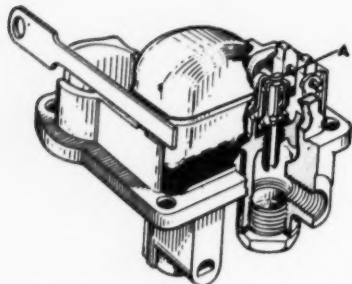
**CHRYSLER CORPORATION**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER & IMPERIAL CARS • DODGE "JOB-RATED" TRUCKS  
FINE CARS OF GREAT VALUE

## Adjusting the Float Level On Hudson Carburetor

THE following item on adjusting carburetor float level was contained in a recent issue of *Hudson Service Merchandiser*:

Reports have been received from the field that some Jet and Super Jet engines may hesitate or cut-out when making a sharp turn.



This condition can be corrected by raising the carburetor float level.

In such cases, it is recommended that the air cleaner, carburetor dust cover and bowl cover assemblies be removed and the float level checked and reset, if it is found to be too low.

Raising or lowering the float level is by bending the lip of the float ("A" in illustration) which contacts the float needle to reduce or increase the measurement between the soldered seam of the float and the projection on the float cover.

In this case, bend lip "A" until the float level is raised from  $\frac{1}{2}$ " to  $\frac{7}{16}$ ". This results in raising the level of the fuel  $\frac{1}{16}$ " and eliminates the condition of momentary starving when making a sharp turn.

## Eliminating Pump Noise From Power Steering

A NOISE in the power-steering pump on Pontiac cars so equipped can often be traced to a worn pump pulley to shaft key-way and key, according to a recent issue of *Pontiac Service Craftsman News*:

Confirmation of this diagnosis can be made by tightening the attaching bolt to 15 lbs. ft. torque. If noise is eliminated or changed, the pulley should be removed and key and shaft inspected for evidence of wear.

If this condition is found, it can and should be corrected by installation of the parts included in the power-steering pump shaft and

pulley kit which is available under part No. 517896 in group 6.614. This kit includes a new shaft and bearing assembly, pulley, key, bolt, plain washer and lock washer for the unit.

The new bolt (part No. 181636) is a  $\frac{3}{4}$ "-24 x  $\frac{7}{8}$ " bolt and must be tightened to 50-55 lbs. ft. torque.

## Binks Announces Schedule For Painting Classes

DATES for the fall and winter sessions of its spray-painting school have been announced by Binks Manufacturing Co. Week-long classes for those who use or service spray-painting equipment will begin Sept. 14, Oct. 5, Nov. 2 and Dec. 7.

No tuition is charged but each student pays his own transportation and living expenses. Additional information on the classes may be obtained from E. F. Watts, Binks Manufacturing Co., 3114-44 West Carroll Ave., Chicago, Ill.

## Chevrolet Turns 'Em Out

Chevrolet Motor Division will build more than 1,000,000 cars and trucks the first half of 1953 at the present rate of operation, T. H. Keating, general manager, reported last month. Early in June the company was ahead of the 1950 rate, when it turned out more than 2,000,000 units, or more than 12 cars a minute in its United States car-assembly plants.

## Buick Hopes to Create Penetration Record

BUICK expects to set a market-penetration record in 1953 if the present production pace is maintained, Ivan L. Wiles, general manager, said recently. Late in May Buick's monthly production was at the rate of more than 600,000 cars annually, Wiles said, and registration of new cars in March showed Buick had obtained 8.52 per cent of total registrations, the highest for any month in three years.

Wiles also disclosed that nearly 40 per cent of all trade-ins for Buick's Special series came from the three lower-priced makes. This is the greatest penetration of the lower-priced market Buick has ever attained, he said.

## Bentrup Named in K. C.

R. G. "Benny" Bentrup, Ford dealer, has been elected president of the Kansas City (Mo.) Automobile Dealers Association. Ray Faddis, Chrysler, is vice-president and John R. Cunningham, Sr., is treasurer.

## Wilson of Oldsmobile Dies

James M. Wilson, 67, retired Southeastern manager of Oldsmobile Division, died last month on vacation at Jacksonville Beach, Fla. He lived at Birmingham.

"That one always gives us a little trouble!"





**1.** Even the woman of the house expects a lot from the car that is paid for out of the family budget . . .



**2.** And if she's unhappy about the performance it gives, you'll wish she'd never crossed your path.



**3.** But if you want to keep her happy as a lark . . .

© 1953 Ethyl Corp., New York 17, N. Y.



**4.** Stand right up and tell her to use "Ethyl" gasoline and get all the power the family paid for. (Of course, the timing should be set for "Ethyl" gasoline.)



## Servicing the Hy-Drive

(Continued from page 92)

and adapter plate will cause oil leakage.

5.—"O" ring seals (torque converter housing)—Failure to install "O" ring seals between the adapter plate and converter housing will cause oil leakage into or outside the housing.

6.—Torque converter drain plug—Failure to tighten the drain

plug to the specified torque or a worn gasket will result in oil leakage into the converter housing.

7.—Oil passage plugs—Insufficient tightening of the oil passage plugs in the converter housing or adapter plate will cause oil leakage.

Note: Special tools available from Miller Mfg. Co., Detroit, Michigan.

New Departure Division of GM is the world's largest producer of ball bearings.

## Do You Remember?

(See page 57)

Identifications of the nine cars appearing on page 57 follow:

1—1936 Pierce Arrow.

2—1929 Duesenberg. Its straight-eight engine developed 265 hp and a later, supercharged version of the same engine produced 320 hp. Even in its standard form it would reach 90 mph in second gear.

3—1931 Marmon.

4—1906 Studebaker.

5—1933 Stutz Bearcat Torpedo Speedster.

6—1935 Auburn.

7—1936-37 Cord.

8—1934 Auburn. (Did we trip you by running two Auburns?)

9—1915 Ford, which sold for \$690 fully equipped.



Doesn't chew  
up the nuts!



## Herbrand's 6 Point Flare Nut Wrench Set

No. 1320-B

Herbrand's 6 point Flare Nut Wrenches are scientifically designed to give a full firm grip on soft metal flare nuts now used so many places on automobiles. This Herbrand Wrench, set No. 1320-B, includes three wrenches with the 6 most popular openings. Long and slim heads are off-set to reach those hard to get at flare nuts.

Wrenches are drop forged from triple alloy steel, heat-treated for extra toughness. Chrome finish, mirror polished heads and distinctive paneled handles identify these tools as the finest quality in the wrench field.

Set No. 1320-B contains 3 wrenches with openings  $\frac{3}{8}$ " &  $\frac{1}{2}$ ",  $\frac{1}{2}$ " &  $\frac{7}{8}$ ",  $\frac{5}{8}$ " &  $1\frac{1}{8}$ " in respective lengths of  $5\frac{1}{2}$ ", 6" and  $7\frac{1}{2}$ " packed in sturdy box. Mechanics net \$5.80.

### MECHANIC'S NET PER EACH

No. 1323—\$1.60..No. 1325—\$1.85..No. 1327—\$2.35

Set No. 1320-B is Herbrand's Tool-of-the-Month selection for July. See it at your Herbrand distributor or write us.

"The tool line with turnover  
—not leftovers!"



## Herbrand Tools

Fremont 8, Ohio

THE BINGHAM-HERBRAND CORPORATION

## Sparking All Departments

(Continued from page 48)

Our four men in the parts department get a flat salary and monthly bonus based on volume. If sales, for example, hit \$17,000 for the month, a \$200 bonus is awarded the four men and they split it among them. If \$20,000 sales in parts are made, a \$300 bonus is split among them.

The parts manager gets a regular monthly bonus based on the profit of the department. If gross profit amounts to \$3,000, he gets \$100. Here too we bracket gross profit by \$500 amounts up to \$6,000, and increase his bonus by \$20 per bracket. Our parts manager averages \$190 bonus monthly. If he meets his over-all yearly objective set by us, he gets an additional bonus of \$350.

We set up an incentive plan for our telephone operator. If she holds telephone expense down to \$425, she gets a \$10 bonus for the month. If she keeps it down to \$400, she gets a \$15 bonus. With every department allotted a long-distance-call quota, she notifies a department when it is approaching or exceeding its quota and carefully checks every long-distance call.

We have other incentives. Any employee who brings in a customer to whom a car is sold gets a \$20 bonus. A \$1 bonus awaits any employee who brings in a new service customer where records show no previous repair work was ever done on his car here.

The steady expansion of volume



# So super-fine...so super-safe!

IT'S SUPER-SALEABLE TO BOTH !

## GRIZZLY SILVERTIP

Grizzly SILVERTIP Brake Lining appeals at once to two important groups of customers—operators of heavy duty multi-stop vehicles and safety-conscious owners of passenger cars. For SILVERTIP delivers what *both* want in a brake lining!

Both want safety—SILVERTIP is *super-safe*! Both want reduced maintenance—SILVERTIP hardly ever needs adjustment!  
Both want long service—SILVERTIP has an amazingly *longer* life!

And *why* is SILVERTIP finer and safer? Because it is compounded and made *differently*! For SILVERTIP has a reinforcing wire back . . . a strong "backbone" that permits *much denser moulding* for greater stopping power, freedom from fading, and longer wear.

And so, for *both* multi-stop vehicles and passenger cars, sell 'em SILVERTIP! Ask your Grizzly Distributor for details. Grizzly Manufacturing Company, Paulding, Ohio.



BEAR IN MIND . . . ASK FOR

## GRIZZLY BRAKE LINING

**NATIONALLY ADVERTISED!** Your customers and prospects are among the millions who see Grizzly SILVERTIP advertised regularly in *The Saturday Evening Post* and *Collier's*. And Grizzly follows through with colorful and effective selling helps!

### THE BEST YOU CAN SELL!



**Saftibond-Silvertip and Saftibond-Syncro**—The linings with the original factory-applied bonding agent. Saftibond-Silvertip for deluxe or severe service. Saftibond-Syncro for standard duty.



**Silvertip and Syncro-Sets**—For riveting. Super-safe Silvertip for deluxe or severe service . . . Syncro-Sets for standard duty. Drilled and countersunk to manufacturers' specifications. Individually boxed.



**Silvertip Heavy Duty Brake Blocks**—Finished to close tolerances in every dimension, controlled throughout manufacture to assure uniform performance characteristics.

compelled us to expand facilities. We increased to four lifts in the lubrication department and had to increase our staff to be ready to meet competition any place any time.

Of course we try to do everything we can to provide a basis for future volume. Our salesmen call up their customers and inquire how their cars are operating. They examine service records on new cars, and if the customer has not turned up, inquire or call on the customer to see what can be done.

A salesman will continue to follow a car's service record and will turn over to the follow-up clerk any customer who he believes needs added reminders.

We have monthly management meetings attended by all department heads on how problems can be worked out. We read minutes of our previous meetings, check on our accomplishments and try to change procedures where we find them inadequate. We discuss and analyze our operation, check off shortcomings we have corrected

and set up a new schedule for the following month. All of us take great pride in attaining our goals.

Like a good many other dealers we enjoy giving each employee a Christmas bonus and turkey. We also have a Christmas dance at one of the hotel ballrooms to which the men's wives are invited. In summer, there are picnics and excursions that we take together.

These are the things, we believe, that are making us all pull together for our mutual benefit. We hold our incentive pay plan largely responsible for placing us tops in the multiple city group in a recent factory report. We placed first with service absorption of 104.1.

## "Double or Nothing"

(Continued from page 55)

\$300 was given the man with the most points.

Of course, it cost Norris money but it was money well spent because it helped him clear out a heavy inventory.

What about using these same ideas again? Not if he can help it, Norris said. At least, not for a long period of time. They wouldn't be as effective the second time.

That is why Norris is perpetually studying incentive plans to make more profits for him and for his staff.

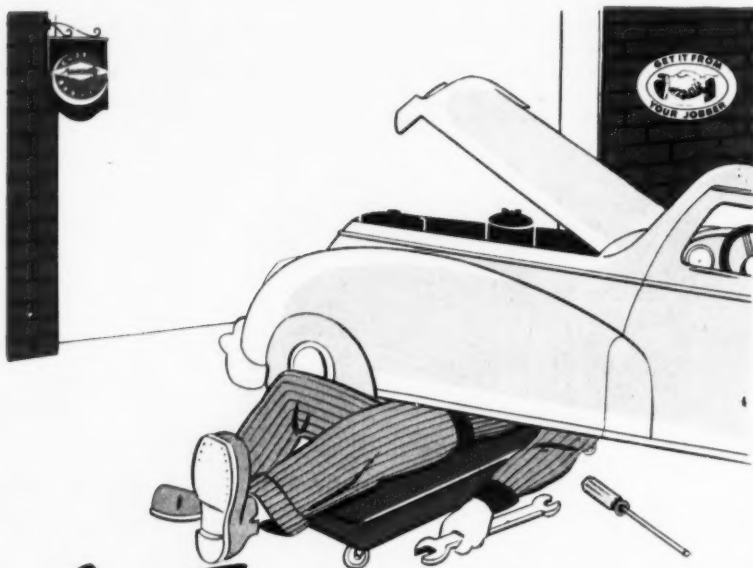
## Lincoln Engineering Given Ad Award

**L**INCOLN Engineering Co. has been given the honorable-mention award in the 1953 creative competition of the National Advertising Agency Network for its campaign of integrated advertising and merchandising.

The award was presented to Oakleigh R. French & Associates, Lincoln's advertising agency, during a recent conference at Colorado Springs, Colo.

## Ochsenreiter's Son Honored

E. C. Ochsenreiter, Jr., son of the Chrysler-Plymouth dealer at Asheville, N. C., and co-manager of the Occidental Life Insurance Co. there, was recently elected president of the North Carolina State Junior Chamber of Commerce. His father is a past president of the North Carolina Automobile Dealers Association and of the Asheville Chamber of Commerce.



## Less Time ON YOUR BACK

Clutches are installed faster when you use a Powerflex clutch plate. Because splined transmission shaft is inserted thru pointed, self-aligning hub splines much easier. Saves time. Prevents burred splines, bent plates. Powerflex plates are built to make it easy for the repairman.

### Exclusively Accurate!

Only Powerflex plates have these self-aligning splines; flat-top cushions; spring supports; safety stops.



New POWERFLEX Plate  
in every  
Accurate Clutch Set

**Accurate**

**PARTS MANUFACTURING CO.**  
12435 EUCLID AVENUE • CLEVELAND 6, OHIO



*Look what happens*

WHEN A SHOP IS  
100% IMPACTOOL-EQUIPPED!

Maximum labor sales up to \$2500 greater  
per month... shop output has jumped 50%  
per month... shop's revenue has in-  
creased as much as 183 per month... All  
this when every technician uses an I-R  
Impactool to speed up the work and make  
it easier.

*You'll increase service profits  
on every car...*



Air or electric models  
available—capacities  
up to 1½" thread  
size.

**EQUIP EVERY MECHANIC  
WITH INGERSOLL-RAND**

*Multi-Purpose*

**IMPACTOOLS**

*New!* **Automotive Service Guide**  
Covering **HUDSON** now ready!

I-R ROTARY IMPACTOOLS are actually  
"paying for themselves" in service shops  
from coast to coast on everyday jobs like  
these...

Nut-running... drilling... screw  
driving... tapping... ream-  
ing... driving and removing  
studs... wire brushing... etc.

Service Managers and mechanics are en-  
thusiastic about the multi-purpose features  
of I-R Impactools—and thousands have  
praised their rugged construction and  
trouble-free operation. No kick or twist on  
toughest jobs! Ask for a demonstration  
and get full details from your I-R jobber.

903-18

Latest time study book—sixth in our series—gives  
you *authentic proof* of Impactool time-savings.  
All service operations were carefully clocked...  
first using hand tools... then with an easy-to-use  
Ingersoll-Rand Impactool. These convincing time

studies are compared in this  
new guide. Ask your jobber  
for your copies of these help-  
ful Service Guides.



**SEND COUPON TODAY FOR  
YOUR FREE GUIDES!**



*Originators of Impactools*

**Ingersoll-Rand**

11 Broadway, New York 4, N. Y.

Ingersoll-Rand

11 Broadway, New York 4, N. Y.

Please send me the new HUDSON Automotive Service Guide.  
I also need your A. S. G. covering:

— Chevrolet — Ford — Plymouth — Oldsmobile — Studebaker

Name

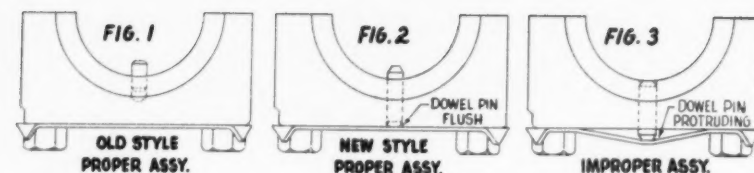
Address

City  Zone  State

## Indexing the Dowel Pin In Hudson Transmission

**A**N ITEM on the center bearing cap dowel pin of its cars equipped with Hydra-Matic transmission was contained in a recent issue of *Hudson Service Merchandiser*:

An improved type of center bearing cap assembly is now being assembled in mixed production on all model transmissions. In the near future, this improvement will be used in all production and serv-



ice cases.

The new-type center bearing cap and dowel pin provides a positive check for the indexing of the dowel pin in the locating hole of the oil delivery sleeve. The dowel pin is a press fit in the cap and is

installed with the end under the lock plate, flush with the center bearing cap.

**Important:** If the dowel pin is not properly indexed with the oil delivery sleeve, it will push out against the lock plate as shown in Fig. 3, when the center bearing cap is tightened in place. Be sure that the dowel hole in oil delivery sleeve is in exact register with the dowel in cap.

**THE SAME ELEMENT**

**THE SAME QUALITY**

**THE SAME SERVICE**

**CHAMP** has a new profit deal for you—even higher than before. And **CHAMP** continues its policy of maximum profit for the whole line, including the fast selling numbers.

The retail price remains the same—keeping it as competitive as ever.

**CHAMP** also maintains quality leadership—with its exclusive "Champak," new depth-type, acid-neutralizing filtering material that eliminates channeling and oil "by-passing".

Champion Laboratories, Inc.  
Meriden, Conn.

*it's Champ's year—  
and your opportunity!*

**-but  
MORE  
profit!**



## Can Happen Here!

(Continued from page 45)

electrification but, also, in cooperation between the electric-utility industry and the rural electric co-operatives.

For some reason it took the American Fabians three years to realize what a potentially effective tool was at hand in the rural-electrification movement. But when they did wake up, they were not long in acting. Suddenly on June 30, 1939, by presidential edict, the Rural Electrification Administration as such ceased to be a separate agency of the government. It was transferred to the Department of Agriculture and was placed in charge of men taken from other bureaus. From that time on REA was just another satellite operation for the socialization of this country, covering up its activities in this respect by legitimate and worth-while loans to rural-electric co-operatives formed under the various state laws.

It was about the time REA commenced to invade the territories and activities of private electric utilities that we of the industry began to realize that there was a master plan somewhere for all these operations. After diligent search we found the blueprint, and we have it in our possession today in the form of the original and photostatic copies of an article in the March 5, 1927, issue of *The New Leader* entitled "How Shall the Socialists Attack the Problem of Winning the Ultimate Abolition of the Profit System?"

The author of that article recommends to his fellow socialists that they introduce young men into government bureaus where



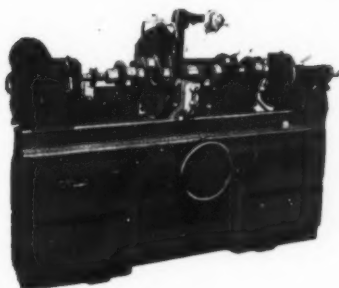


**LEADING SHOPS  
COAST TO COAST**  
Build Profits  
with  
**STORM-VULCAN  
FAST PRODUCTION  
MACHINES!**



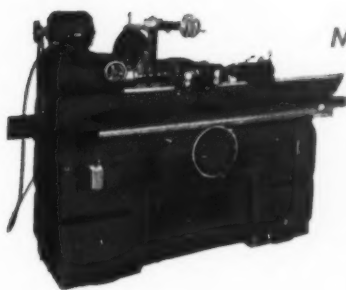
**MODEL 85 HEADMASTER  
HEAD MILLING MACHINE**

The demand continues to grow for this outstanding machine. One sweep across the head removes .005" to .060" stock . . . with **POSITIVE CONTROL**. No heat . . . no dust . . . no distortion. Talk about speed with accuracy! Just ask one of the lucky shop owners who have gotten delivery! No more guesswork head grinding for them.



**MODEL 15A  
CRANKSHAFT GRINDER**

A fast, precision grinder with cross-slide heads equipped for grinding on centers. Double-action table traverse. Rapid wheel retraction. 66" capacity. Unequaled for high profit production.



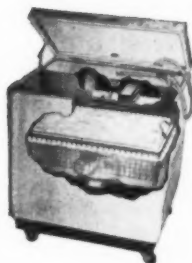
**MODEL 75  
CAMSHAFT GRINDER**

The newest machine tool sensation for engine rebuilders and parts supply shops. Re-grinds camshafts up to 100 inches. No other machine like it today! Proved for high precision, high production and high profits.

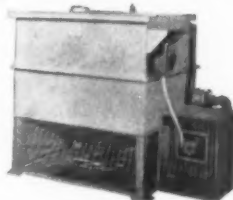
**SEND FOR FREE  
ILLUSTRATED  
LITERATURE  
ON THESE  
MACHINES**

The powerful agitation of Turbo-Blast machines plus the right solution makes cleaning problems fade away. Engine blocks and parts are quickly cleaned with amazing results. Turbo-Blast cuts cleaning costs in half! We can prove it . . . ask us.

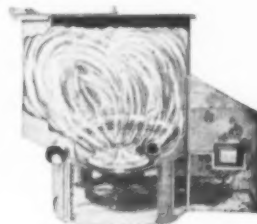
**THERE'S A TURBO-BLAST  
PARTS WASHING MACHINE  
FOR EVERY CLEANING NEED!**



**MODEL JR. 20**  
Cleans approximately  
40 lbs. parts. 1/3  
H.P. 20 gals. solution.



**MODEL JR. 60**  
Fast for one block or  
basket of parts. 2  
H.P. 60 gals. solution.



**MODEL 42**

For cleaning motor  
blocks and large  
parts. 5 H.P. 110  
gals. solution.

**All Turbo-Blast Models Have Powerful Agitator Principle!**

**STORM-VULCAN**

INCORPORATED

2225 BURBANK ST.

DALLAS, TEXAS



"one good man with his eyes, ears and wits about him, inside the department . . . can do more to perfect the technique of control over industry than a hundred men outside." He goes on to summarize the various methods which had been used in the effort to gain control of the electric-utility industry — recommending as most effective the setting up of power authorities such as Muscle Shoals, Boulder Dam, and on the St. Lawrence. The article closed by stating:

"Our long-time aim is the abolition of the profit system for private use. Our strategy is to make and take every opportunity to prove that it works. We must force our experts on agriculture, trusts, coal, power, subways, housing, milk, etc., to tell us correctly what the next steps are, and then take them and identify ourselves with their success."

Having discovered a copy of this blueprint, we immediately went in search of the author. We found him following out his own

blueprint exactly. His location was in the Department of the Interior. He was, in fact, head of the Power Planning Division of that bureau.

The electric-utility industry suddenly and violently woke up to the situation. We already had two strikes on us from the activities of the socialists of this country. Our natural allies, the rural-electric cooperatives, had been taken over and were being exploited by the federal bureaus in Washington. Super cooperatives had been formed in 1941 to build heavy transmission lines and generating plants to serve not only electric cooperatives but every power industry. Despite war-time copper limitation orders, the REA went blithely on, duplicating our existing lines and wasting tons of the scarce metal.

Finally, the activities of the REA became the subject of a congressional investigation, as a result of which many of its top men were fired and there was a complete reorganization of this agency. Claude R. Wickard was induced to step down from the position of Secretary of Agriculture to take charge as administrator of REA. His good name was necessary to remove the stigma left by the preceding administration.

#### Perversion of Flood Control

In 1944 what was known as the Omnibus Flood Control Bill of 1944 was enacted into law by Congress, providing for a sales agent for the power and energy incidentally produced at multiple-purpose projects constructed by federal funds. The bill named the secretary of the interior as such sales agent. Obviously this was most disturbing to the utility companies and a representative was selected to appear before the senate committee (the author of this article was so selected) to urge the need of suitable protection for both the private electric companies and the public.

The committee was definitely convinced of the necessity for such protection and, in reporting the bill out with a suitable amendment, made this statement:

"The committee desires an amendment which provides a convenient and practical method of disposing of power at projects under the control of the War Department without setting up a public power trust which would be unduly competitive with established private power companies."

As the bill was amended, the

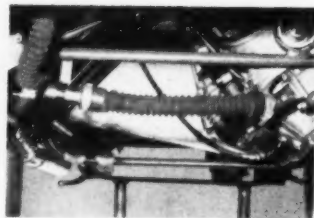
**Voit Quality Wins Again**  
AT  
**INDIANAPOLIS**

*Bill Vukovich, '53 winner, in the Fuel Injection Special*

**Every Winner...Every Qualifier**  
**equipped with Voit Flexible Radiator Hose**

Perfect performance, on every car, in the hottest track temperatures ever recorded... proving again, in the world's toughest test, the superior quality and rugged dependability of Voit Flexible Radiator Hose. In 3 straight years use in this racing classic, every piece of Voit Hose has performed flawlessly over the 500-mile grind which automotive experts maintain is equivalent to 50,000 miles of ordinary wear. No wonder, when you open the hood of America's big-time racing cars today, Voit is the hose you'll see.

Quality has a way of paying off, too, in winning more sales. Inquire about Voit Flexible Radiator Hose today — enjoy more satisfied customers and bigger sales tomorrow.

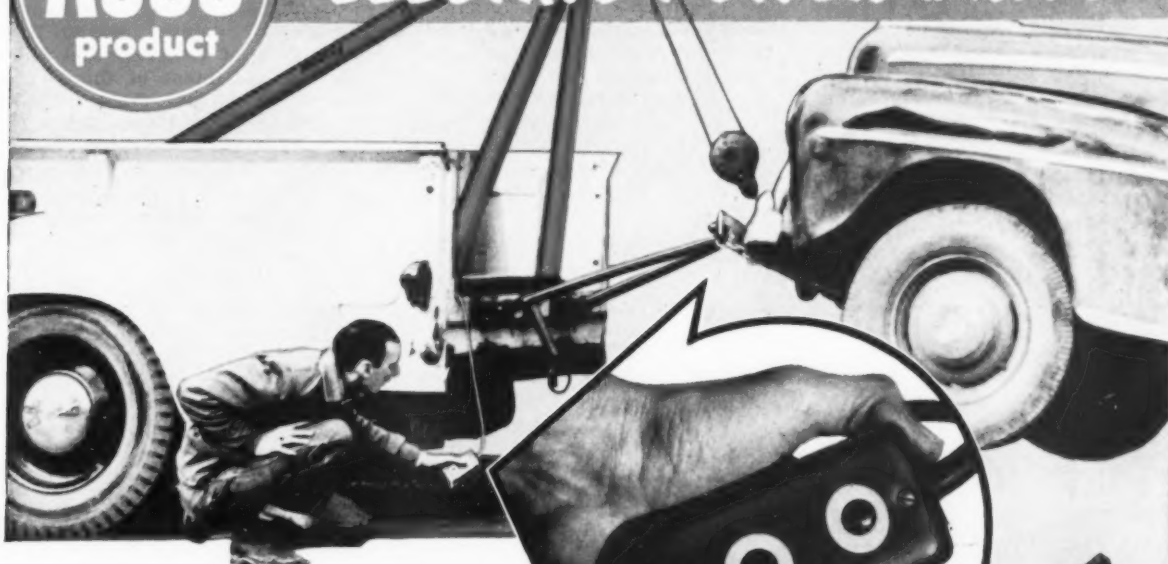


Lower Voit Hose installations on 1953 Indianapolis winner—the Fuel Injection Special driven by Bill Vukovich.





# NEW MANLEY PD-3 ELECTRIC POWER DRIVE



• It's new and exclusive with MANLEY—the PD-3 Electric Power Drive for MANLEY WC-3 and WCJ-3 wrecking cranes. It can be bought as a separate unit for installation on any MANLEY WC-3 or WCJ-3 Wrecking Crane in the field . . . or, it can be installed at our factory on new cranes. The PD-3 makes a safe, easy one-man job of tough hoisting operations.

• The PD-3 consists of a sturdy, compact power drive unit with a remote, movable push-button station. Operator has finger-tip control of electrically-operated crane for loads up to 3 tons. He can raise, lower, or hold load—from any spot.

• No power take-off required.  $\frac{3}{4}$  horsepower electric motor is powered by truck's 6-volt battery. Crane switch is wired in series with ignition switch to keep motor drive "dead" except when operated by authorized personnel.

• Power drive unit is completely enclosed. All gears run in oil, assuring quiet operation and maximum service life. Entire assembly takes little room. Crane can be folded back to give more hauling space.

• The MANLEY WC-3-PD complete Wrecking Crane with Electric Power Drive mounts on any open truck. It's a money-maker because it saves time and labor on every wrecking job. Send coupon today for additional information.

**WC-3-PD**  
complete

	WC-3-PD	(Jeep) WCJ-3-PD
Width.....	37"	31"
Length.....	80½"	49'
Height.....	54"	44"
Weight.....	352 lbs.	364 lbs.
Clearance, floor space.....	37" wide x 62" long	31" wide x 35" long
Cable length.....	35'	35'

## MAIL TODAY

MANLEY DIVISION,  
AMERICAN CHAIN & CABLE,  
YORK, PA.

SAJ

Please send Bulletin **DH-397** on NEW MANLEY PD-3 Electric Power Drive for WC-3 and WCJ-3 Wrecking Cranes.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_

**ACCO**

York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.



**MANLEY DIVISION  
AMERICAN CHAIN & CABLE**

The Best Equipped Shop Gets the Profitable Business

utility companies were well satisfied, since it apparently gave protection against willful construction of transmission lines by the Department of the Interior; against its using money derived from the sale of power and energy for any purpose except to retire the power portion of the investment in multiple-purpose projects; and against the expenditure of new funds without specific appropriation by and approval of the Congress. Further, the act was clearly so worded as to protect the indus-

try against the acquisition by the Department of the Interior of any additional power and energy, whether produced by steam or otherwise. At least we thought it did.

Imagine the surprise of the companies in the Southwest when in 1946 the Southwestern Power Administration submitted a so-called "Comprehensive Plan" which requested appropriation of \$223,000,000 for the construction of some 18,000 miles of high tension transmission lines, duplicating wholly

or in part the high voltage lines of the private companies in the six-state Southwest area—and, still worse, asking for the construction of 850,000 kilowatts of steam generating capacity located at various points in the Southwest area.

Of course, the private companies immediately pointed out to the committees of Congress that this was not the intent of the Flood Control Act of 1944. Congress was sympathetic to our position and denied any money for steam plants—though a small appropriation was made to tie Norfolk Dam, on the Norfolk River in northern Arkansas, to Denison Dam on the Red River.

In subsequent years the Department of the Interior (Southwestern Power Administration) again and again made application to the Congress for funds to build transmission lines in the Southwest, but no funds were forthcoming.

#### A Plan to Circumvent 'Em

However, it became evident in time that the blueprint maker had worked out a new plan to circumvent the will of Congress. The Rural Electrification Act of 1936 set up a blank check to the credit of the administrator for the purpose of making loans for rural-electrification purposes to bring "electric service to persons in rural areas not receiving central station service." No further action by Congress was required to make this money available for construction of generating stations, transmission lines, etc. And of the total appropriations under the act up to 1951, more than a billion dollars remained on the shelf, subject to the whims of the administrator of the REA.

Under the Flood Control Act of 1944, the Department of the Interior had been forbidden any sums for the construction of generating plants and had been denied the right to construct transmission lines at any points where there were existing utilities. But under a new "continuing fund" authorization (set up for "use in emergencies and to provide for continuity of service and to provide for payments for rental of transmission lines and purchase of electric service"), the Department of the Interior (SPA) and the Department of Agriculture (REA) got together and not only planned but contracted for three generating plants in Missouri, one in Oklahoma and one in Arkansas, whereby super cooperatives or G&T cooperatives were formed with

*Here's why COLUMBUS  
is the BEST Shock Absorber  
for DEALERS to sell—*

You make more money on every sale when you sell Columbus.

You can fit more cars and light trucks, with fewer numbers to stock, when you sell Columbus.

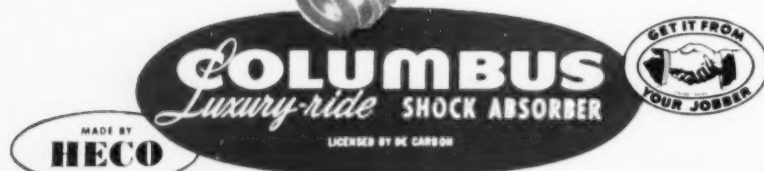
You have more features—and greater performance—to offer your customers when you sell Columbus.

You feature the most widely advertised, most widely accepted replacement shock absorber when you sell Columbus.

You have a much greater market when you sell Columbus. It is the only shock absorber consistently selling to new car owners.

Your potential is every car with conventional shocks entering your place of business.

The wisest investment you can make in this huge replacement market is to sell Columbus Shock Absorbers.



MANUFACTURED BY HECKETHORN MANUFACTURING & SUPPLY CO., LITTLETON, COLORADO



Give yourself an edge in today's  
buyer's market by selling

# Arvin

America's  
No. 1 Car  
Heaters



at savings up to \$40



**Fits 90%  
of all cars—  
AND MOST TRUCKS!**

**Arvin Model 200  
Hot Water Recirculating  
Heater—Finest at any price!**

List price only **\$29<sup>95</sup>**

Defrosters extra

**Liberal Dealer Discount**

**BIG VOLUME PERFORMANCE.** King-size core with fins soldered fast to the tubes. Powerful 7-inch, 8-blade fan moves 150 cubic feet of air per minute. Recirculates ALL the air in car or truck cab every 2 minutes.

**FINEST DEFROSTING.** The big fan moves a powerful current of air directly to inside of windshield—at the rate of 30 cubic feet per minute. Assures clear vision in any weather.

**GREAT SPACE SAVER!** Every corner and angle has been pruned down to make a comfortable fit for small or odd-shaped spaces—especially important for late model passenger cars and all trucks.

**FAST, EASY INSTALLATION.** Superb functional design makes the Arvin 200 a "breeze" to install in either car or truck. Leaves plenty of clearance where space is important!



## MODEL 300 Finest Fresh Air and Recirculating Hot Water Heater

Fits Chevrolet and Pontiac 1949-52, Ford 1950-51  
and Volvo Installation Kit 5-521 1952-53 Ford models.

Heats 2 ways—with outside or recirculated air. Installs to car's fresh air duct in 30 minutes. Extra powerful defrosting. Special foot warmer. In summer, acts as a cool air circulator and prevents fogging of windows.

List price only **\$49.95** Packaged complete with defrosters and fittings (KIT for 1952-53 Ford \$4.95 extra). Liberal Dealer Discount.

See your Arvin Distributor

**ARVIN INDUSTRIES, Inc., Columbus, Indiana**

three or more distribution cooperatives as members. Similar plants for the entire country were placed in the planning stage.

These super cooperatives would borrow money, ranging from \$10,000,000 to \$20,000,000 each, for the purpose of constructing a steam generating plant and several thousand miles of high tension transmission lines. It was provided that Interior (SPA) would purchase the power under a 40-year contract; and at the end of the contract SPA would own the

transmission lines by paying \$10.

Space does not permit of giving all the frightening details of the plan. Suffice to say that, once the operation had been started, it would not be necessary for the Department of the Interior to ever come back to Congress for an appropriation, and generating plants and transmission lines could be constructed all over the United States by the REA and the output of the plants and, ultimately, the transmission lines, sold to the Department of Interior. Had this

scheme prevailed, it could easily have resulted in the destruction of the entire electric-utility industry.

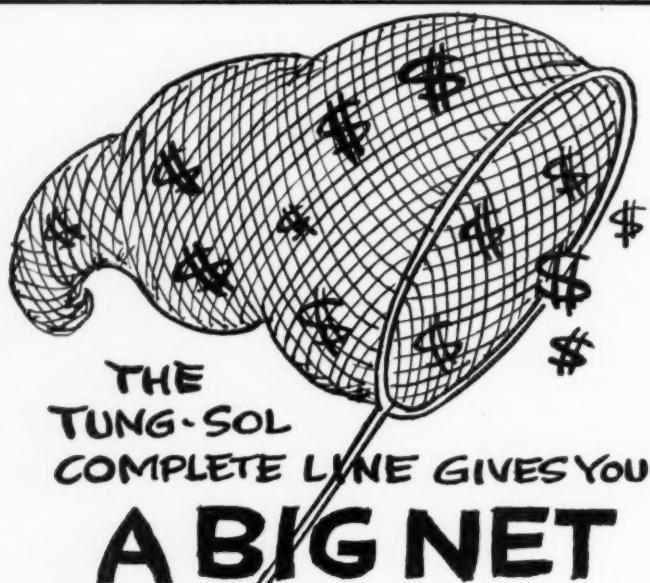
Legal action was brought by the utility companies in the Southwest to ward off their threatened destruction. In one case the ten companies in Missouri brought suit in the District Court of the District of Columbia to nullify the contracts entered into between SPA and REA and the G&T cooperatives. (As this is written, the case is now awaiting decision by that court). In another case, four companies serving Arkansas intervened to request denial of a certificate which the super cooperative would require from the Arkansas Public Service Commission before starting construction of either generating plant or transmission lines. The commission's two-to-one decision to grant the certificate was carried through the courts; and finally, in a decision rendered by the Arkansas Supreme Court on March 30, 1953, the case was closed in favor of the utility companies and the alliance between Interior and REA in Washington was outlawed.

#### Two Contracts Negotiated

During the period while these cases were pending, negotiations were entered into between SPA and some of the companies in the Southwest, resulting in two contracts for the purchase of a portion of the power produced at multiple-purpose projects by private companies. A third contract which had been negotiated between SPA and a group of 12 companies, covering all the remaining area of the Southwest, went to the Secretary of the Interior on January 11, 1952; and on January 19, 1953, more than a year later and just one day before the inauguration, the secretary returned the contract to the administrator of SPA with a very vitriolic attack on all its provisions.

There is now a general feeling that under the new administration there will be an opportunity to work out an honest, practical solution of the public power-private power feud, not only in the Southwest but all over the United States — to the benefit of the rural-electric cooperatives, to the private electric utility companies, their customers and stockholders, and above all, to the relief of the American taxpayer.

Negotiations are now being resumed between the department and its administrator, on the one



Tung-Sol supplies you with lamps for every socket of every car, bus and truck on the road — new or old. Stock with Tung-Sol and catch every possible lamp sale. Enjoy Tung-Sol's BIG NET.

**TUNG-SOL makes:** All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes.

**Tung-Sol**  
AUTO LAMPS



**TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.**

Sales Offices: Atlanta, Chicago, Culver City (Los Angeles), Dallas, Denver, Detroit, Newark, Philadelphia, Seattle

**HEY FELLAS, LOOK AT  
FRAM'S BIG "VACATIONLAND  
AMERICA"  
CONTEST!**

Your customers win in FRAM'S

**\$12,500.00**

**CONTEST!**

**FIRST PRIZE  
\$5000.00**

**10-2nd PRIZES—\$500.00**

**90-3rd PRIZES—Famous Philco Portable Radios**



HEY EARL... GIMME A  
**FRAM** CONTEST ENTRY BLANK  
AND CHANGE MY CARTRIDGE  
WHILE YOU'RE AT IT.

GOT MY ENTRY BLANK FROM  
EARL... GOTTA HURRY HOME  
AND WRITE ABOUT MY  
FAVORITE VACATION SPOT!



**FRAM**  
OIL • AIR • FUEL • WATER  
**FILTERS**

Now Fram pyramids Vacationland America advertising with a powerful \$12,500.00 Prize Contest to keep motorists' interest high during peak vacation months. Latest AAA reports show these months account for 72% of highway travel. And this year's vacationers will spend around 14 Billion Dollars, 15% ahead of 1952. Get your share of profits from this staggering total. Tie in cash in. Ask your Fram Distributor or mail coupon. Contest soon to be announced on

Television • National Magazines • Newspapers • Streamers



Ask your Distributor for complete details!

Ask your Fram  
Distributor or  
mail coupon  
for details.



WESTERN UNION  
OPERATOR 25

IF YOU NEED BOOKLETS, ENTRY BLANKS,  
STREAMERS, ETC., MAIL THIS COUPON NOW!

FRAM CORPORATION, Providence 16, R. I.

Please rush me details including free poster and  
entry blanks.

Name .....

Address .....

Fram Distributor .....

hand, and the companies in the Southwest, on the other, which have great promise. It is hoped that a solution of the problem will be accomplished very quickly, probably by late summer or early fall.

In a bill he introduced last February for the creation of "A Commission to Study Government Competition with Private Taxpaying Enterprise," Congressman Fred E. Busbey named 40 federal agencies which are more or less involved in competition with pri-

vate industry. His statement included a quotation from a speech delivered by Senator Benjamin Harvey Hill before the Senate on March 27, 1878, which said in part:

"I do not dread these (private) corporations as instruments of power to destroy this country because there are a thousand agencies which can regulate, restrain and control them. But there is a corporation we may all dread. That corporation is the federal government. From the aggression

of this corporation there can be no safety, if it is allowed to go beyond the bounds, the well-defined limits of its power."

America has gone far to the left toward government ownership. Let us hope and pray that is it not too late for us to return to the principles of our fathers.

## "Fix-It-Yourself"

(Continued from page 56)

California and Wisconsin. Jones expects most of his customers to be doing brake and valve jobs, so equipment and tools were purchased in accordance. However, if there is enough demand he will install reboring equipment and a paint booth. His start was with one skilled mechanic, for consultation and help, but he stood ready to add more mechanics as needed for these purposes.

Jones cited one of his first customers, whose job was the replacement of spindle bushings in a Buick. The customer managed to get his parts at wholesale and installation in the Fix-It-Yourself Garage cost \$2.50 for time consumed and tools used.

Another customer sought to replace his engine at home and got everything done to the point of hauling the block out of the car, but found he did not have either facilities or know-how. At the Jones shop he got advice and help on a job he could not otherwise afford.

Jones arranged with a Dallas service manager to prepare listings of the tools needed for various operations. According to these listings, the tools were grouped. When a customer rents a group of tools he signs for them and assumes responsibility for their return.

Hours of the Fix-It-Yourself Garage are 10 a. m. to 10 p. m., including Sundays, but most of the activity is expected between 4 p. m. and 10 on week days.

The Jones establishment is not fancy, being a sheet-iron building 40 by 80 feet, reached through a drive off one of the busiest of Dallas thoroughfares. Expansion is possible with an additional, unroofed 20 feet of parking alongside the building.

"But my customers won't be looking for shine and polish—they'll be looking for economy, or the means of proving a personal conviction that they can repair their cars as well as anyone else," commented Jones.



**SSM  
Automatic  
Wet Surface  
Grinder**

## "Best Investment We Ever Made!"

Vernon Pribble, Pres. of Lawrence & Battles  
Newark, Ohio



Customers who once were skeptical of block grinding now give it full approval for it pays off in better engine performance. Chrome nickel heads and heavy blocks are easily ground without heat distortion. Not only do they check out on the completion of the grind, but match perfectly in assembly.

Blocks as well as the heads are ground with surface at right angles to cylinder bore. Thereby providing a true surface for reboring. Grinds all truck and passenger car blocks. Write for Bulletin "X" that tells how the precision of this machine has won customer confidence. Lempco Products, Inc., Bedford, Ohio.

Write for Bulletin "X" on how the SSM can help sell fleet operators better engine performance.

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**Invest in  
LEMPCO EQUIPMENT  
it pays its own way**

FOR 35 YEARS A LEADING BUILDER OF MACHINE TOOLS



# INCREASED

# CUSTOMER TRAFFIC

is the Only Proven Way

to INCREASE YOUR PROFITS

a modern

## *Lincoln StylEngineered* LUBRICATION DEPARTMENT

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Why...*

is the proven solution to building increased customer traffic and profits

Car Owners are Lubrication-Minded because it's the most frequently needed . . . the most regularly performed . . . and the most widely advertised Automotive Service.

Make your Lubrication Department the Front Door to Extra Profits by installing Lincoln Lubrication Equipment—StylEngineered specifically to attract more customers . . . enable your operator to do 5 lube jobs per hour instead of one . . . make possible "While-You-Wait" lubrication.

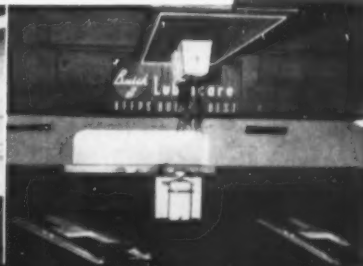
Only through Modern Lubrication Service can you get each customer's car on your rack, regularly, for those quick, routine checks that lead to extra sales of parts, services and accessories.

Every day, Motorists buy \$8,208,000\* worth of T.B.A. Increase your share, now, by Increasing Customer-Traffic with a Lincoln StylEngineered Lubrication Department.

Call your friendly Lincoln Wholesaler . . . he will be glad to help you plan and select just the right combination of equipment to make your Lube Department an Invitation to more business, and to best serve your specific operation.

\*National Petroleum News

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What Hundreds  
of Aggressive  
Dealers Like  
These Have Done



"Our New Lincoln StylEngineered Lubrication Department is the Key to Customer Comfort and Profits."  
Hartford Oil & Gas Co., Toledo, Ohio

"We Have Found a Modern Lubrication Department to Be the Key to Customer Comfort and Profits."  
Parker Oil & Gas Co., Cleveland, Ohio

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Department Plan Book  
"The Key to Customer Comfort and Profits."

## Want to Help Detect Car Thieves?

### Aid Owners in Personalizing Cars

**D**EALERS can help greatly in the detection of stolen cars by personalizing each car in the presence of the owner at the time of the sale, according to the National Auto Theft Bureau.

Personal identification marks are now important because of the method used by many car thieves

to prevent stolen cars from being detected. The thieves will purchase a salvage, wrecked late-model car and then steal a car with the same body style and same year model. The motor of the stolen car is replaced with the motor from the salvage car, together with serial plates. The bona fide

certificate of title obtained with the salvage vehicle is delivered with the stolen car at the time of the sale, usually to a dealer.

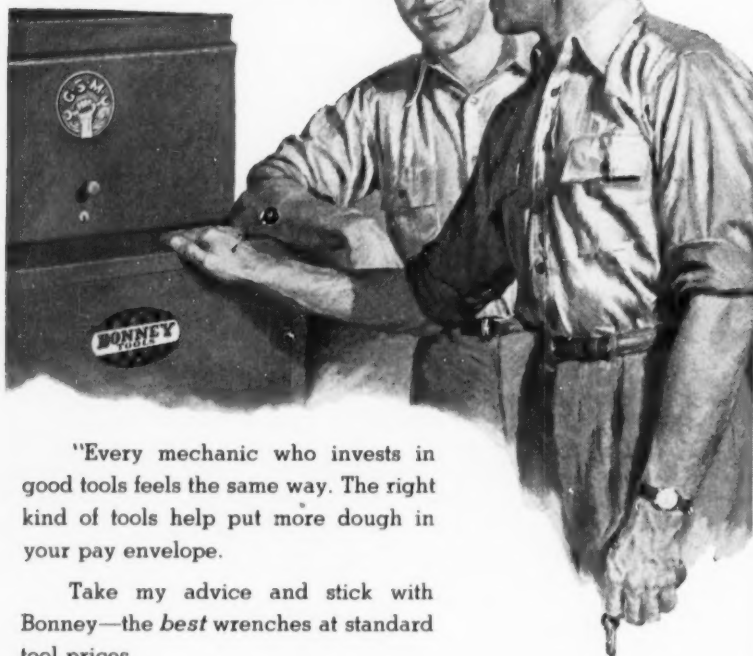
In addition to replacing various parts, plates, etc., in many instances the thieves have destroyed confidential identification numbers, placed on the vehicle by the manufacturer.

In some instances the vehicles under investigation can be identified only by personal marks of identification known only to the owner. Unless such identification is of a positive nature, however, it is open to attack in court.

It is suggested that some personal mark of identification—such as owner's initials or birth date—be stamped on the car by the dealer at the time of delivery. Marks should be stamped on the body, motor block and frame, if possible.

If this is done in the owner's presence, there would be no need for record-keeping on the part of the dealer or the appearance in court of the dealer's employee in cases where a car was stolen and later recovered.

"This tool kit  
is my bread and butter.  
I never forget to lock it!"



"Every mechanic who invests in good tools feels the same way. The right kind of tools help put more dough in your pay envelope.

Take my advice and stick with Bonney—the *best* wrenches at standard tool prices.

If you're short of cash once in a while—then take a look at BON-E-CON\* tools. Like *all* Bonney tools, they're real knuckle-savers. And they carry the regular Bonney guarantee."

Remember. Your local Bonney Jobber, as well as Bonney, stands behind the tools you buy. He has Bonney tools priced to fit your needs as well as your pocketbook.



\*The new Bonney  
economy-priced line

**BONNEY FORGE & TOOL WORKS • ALLENTOWN • PENNSYLVANIA**

### Young-Driver Discount Approved in N. C.

**A** DISCOUNT plan for young drivers filed by the Allstate Insurance Co. has been approved by Insurance Commissioner Waldo C. Cheek of North Carolina.

Under the plan, the bodily injury and property damage liability premiums applicable to private passenger automobiles will be reduced if a driver who is under 25 produces evidence that he has successfully completed a high-school driver-education course which meets certain standards.

Discounts range from five to 15 per cent, depending on the amount of classroom and behind-the-wheel practice the driver has received in high-school courses completed.

### Willys Makes Jeep Ambulance

Willys Motors, Inc., has received its first production order for a new frontline Jeep ambulance, it has been announced by Raymond R. Rausch, executive vice-president. The three-litter ambulance is built on a 100-inch wheelbase and is designed for service on terrain too rugged for conventional ambulances. The initial contract was for \$3,000,000.

His service man  
"saved" him  
*a few bucks...*



**but might have cost him his life!**

There's only a couple dollars difference between cheap brake lining and the best lining money can buy—Thermoid Custom Built. Labor costs are the same for installing either. But, what a difference in performance—a difference you can easily sell your customers.

Designed to meet the increased loads on modern brakes, Thermoid CB Sets contain E-929 Dry Mix Lining, originally developed for use on heavy duty amphibious military vehicles. These linings provide smooth, safe braking action under any weather conditions.

Don't gamble with customers' lives or your reputation. Install Thermoid CB Sets—the safest thing on wheels!



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the only brake linings  
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brake blocks, hydraulic fluid,  
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brake parts.

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- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

**101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6**—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kenlen Avenue, St. Louis 20, Mo.

**102 TWELVE PAGE BOOKLET IN COLOR** illustrating two specialized materials for ODOR CONTROL in industrial housekeeping and plant sanitation work. Oakite Products, Inc., 52F Rector St., New York, N. Y.

**103 FOUR-PURPOSE AUTOMOTIVE CLEANER**—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Rector St., New York, N. Y.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**107 HOW PYROIL PROTECTS**—A pamphlet describing in detail the way in which Pyroil protects the moving parts of engines. Pyroil Co., 122 Main St., La Crosse, Wis.

**108 ATTRACTIVE FOUR-PAGE FOLDER** showing specifications for several models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty with high pressure air or steam. Oakite Products, Inc., 52F Rector St., New York, N. Y.

**109 AMMCO HONING, ENGINE REBUILDING, AND BRAKE SERVICE TOOLS AND EQUIPMENT**—Catalogs describing the Ammco line of wet and dry pin fitting honing machines, brake shoe grinders, brake drum lathes, brake shoe setting gages, brake drum micrometers, brake cylinder bones, con-rod aligners, main and camshaft bearing boring machines, ridge reamers, cylinder hones, surfacing hones, torque wrenches, small bore hones, tappet and rocker arm grinders and other tools. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Illinois.

**111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808, Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

**112 CONTOUR SPACER RING**—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Americus, Ga.

**113 FEATHERTOUCH**—colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders, "Intehlok" valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

**114 AUTOMOTIVE MAINTENANCE TOOLS**—NEW OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "tuffies" such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 334 Cedar St., Owatonna, Minn.

**119 RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

**121 "ARCWELL"** restored crankshafts are guaranteed: against defective workmanship, to be within mfrs. standard specifications, properly aligned and balanced, to never flake, loosen or part from parent metal. Write for 8-page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rozzella Ferry Rd., Charlotte, N. C.

**122 INSTRUCTION BOOK** and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, 20-35th Ave., Rock Island, Ill.

**123 PERMATEX TOON-OYL** is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

**124 McCORD RADIATOR-CORE CATALOG**—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

**125 STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED**—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**128 FREE SHOP AID**—"Quick Check Tips No. 1" tells how to spot and correct trouble in the electrical circuit in minutes. Arrow Armatures Co., Box 1428, Spartanburg, S. C.

**132 AUTOMOTIVE SERVICE GUIDE**—A practical and factual presentation of the use of Impacttools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Auto service guide for Chevrolet and Ford now available. Ingersoll Rand Co., Phillipsburg, New Jersey.

**133 SUPPLEMENT NO. 2 FOR CATALOG NO. 500-R**. Features more than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134 STREAMLINER CATALOGS** on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

**135 HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS**—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

**136 McCORD MUFFLER CATALOG**—Contains a complete listing of muffler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

**137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½ x 11-inch booklet** covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**138 SPARK PLUG SPECIFICATION CHART**—Covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lte Co., Toledo, Ohio.

**140 PRESSURIZED COOLING SYSTEM**—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

**141 NEW PISTON RING CATALOG** and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

**142 "CATALOG NO. 52E"** the complete line of ignition parts of the Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis, Mo.

**143 NATIONAL MACHINE LINE**—New, fully illustrated pamphlet describing function and construction of National drive shaft bushing and seal assemblies, universal joint ball housing kit, transmission case ball seat and Coleman steering compensator for Chevrolet cars and pickups and most GMC pickups. Special pinion bearing assembly for most Chevrolet, Buick, Olds and Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.

**145 HOW TO SOLDER**—16 pages of practical hints on soldering. Non-technical and designed to assist with everyday soldering. Federated Metals Div., 120 Broadway, New York 5, New York.

**148 CLUTCH CATALOG**—A streamlined 54-page catalog (No. S-53) containing complete alphabetical listings of clutch sets, clutch plates, pressure assemblies, release sleeves, bearings, forks and flywheel pilot bushings for all popular makes of passenger cars and trucks. Accurate Parts Mfg. Co., 12435 Euclid Ave., Cleveland 6, Ohio.

**150 ELECTRIC POWER DRIVE**—Bulletin DH 397 contains complete information on the new Manley P.D.-3 electric power drive which now requires no power take-off. Gives the operator a movable push-button control make a safe easy one-man job



of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

**151 "SELECT-O-CHART"**—Illustrates 571 panels for late model cars, 1949-1951. The Select-O-Chart simplifies ordering and shows at a glance what panels to use and where they go. Schaffeld Mfg. Co., 1146 E. 222nd St., Cleveland 17, Ohio.

**153 SERVICE MANUAL FOR SPARK PLUGS** and how to properly service them is completely described in the new SERVICE MANUAL No. 7K now offered by Champion Spark Plug Co., 990 Upton St., Toledo, Ohio.

**157 CATALOG NO. 83-A** describing complete line of generators, starter motors and armatures. Complete car application data is included in this booklet for all passenger cars through 1953. Arrow Armatures Co., Dealer Service Department, P. O. Box 1428, Spartanburg, S. C.

**159 CONNECTING ROD RECONDITIONING**—New bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**160 NEW BLACKHAWK PORTO-POWER CATALOG NO. P-50, AND PRICE SCHEDULE**—Includes "catalog of new" covers. Porto-Power services in rebuilding, reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

**162 WILLARD STORAGE BATTERY CATALOG**—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction, features. Willard Storage Battery Company, 840 E. 131st St., Cleveland 1, Ohio.

**165 MANLEY AUTOMOTIVE SERVICE STATION EQUIPMENT CATALOG** describes the new WC-3PD 3-ton wrecking crane with electric power drive and other items in the Manley line including 4-ton and 8-ton wreckers, hydraulic presses, service jacks, motor stands, floor trestles, auto trestles, and tire spreaders. Manley Division, American Chain & Cable Company, Inc., York, Pa.

**166 CYLINDER HEAD STOCK REMOVAL CHART**—A handy pocket-size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**168 CRANKSHAFT GRINDER MANUAL**—A colorful 6-page manual containing engineering, construction and operation details of the Storm-Vulcan model 14-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 14-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

**170 PARKO SERVICE MANUAL** containing detailed instructions for checking and servicing Hydra-Matic, Ford-O-Matic, Merc-O-Matic, Ultramatic, Dynaflo and Powerglide transmission fluid, also Chrysler Fluid Drive oil and Hudson clutch fluid. Park Chemical Co., 8074 Military Avenue, Detroit 4, Michigan.

**173 HYDRAULIC PARTS**—Complete master catalog of the complete line of hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake master and wheel assemblies. Information complete up to 1953. Eia Automotive Corp., Middletown, Conn.

**175 HOW TO MAKE MORE MONEY REBUILDING CARBURETORS**—Describes for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hyvrad Pincer Bypass of Carburetor Rebuilding." Tells how he can earn an extra \$3.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., 85-35, 36th St., Long Island City 1, N. Y.

**176 FREE SHOP AID—QUICK CHECK TIPS NO. 2** with wiring diagrams giving pertinent information about generators, starters and regulators. Arrow Armatures Co., Dealer Service Department, P. O. Box 1428, Spartanburg, S. C.

**178 BORE JOBS CAN BE QUALITY ALWAYS**—so says Stedol Manu-

facturing Co. is a bulletin they have for every boring bar user and engine rebuilders generally. They say tool sharpening is and has always been the answer. Stedol Manufacturing Co., El Monte 4, California.

**180 THE LAMSON NO. 50-A AUTOMOTIVE CATALOG**—A complete reference book on the most popular size of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts, and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1071 W. 88th St., Cleveland 2, Ohio.

**181 AEROL POSITIONING EQUIPMENT**—New catalog covers complete range of engine stands for small passenger car to large industrial engines, also display and storage dollies. STAND SELECTION GUIDE for quick selection of engine stand, also complete information on AEROL, LIFT transmission jacks. Automotive Division, The Cleveland Pneumatic Tool Co., 3775 East 77th Street, Cleveland, Ohio.

**183 AUTOMOTIVE LIGHTING SERVICE MANUAL (AM64)** contains market facts and figures... diagrams showing new car installations... selling tips to increase sales... photos and illustrations of the proper placement of bulbs in different car models... tables showing lamp types and average demand by months. Westinghouse Lamp Division, Bloomfield, N. J.

**185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

**186 BATTERY SERVICE MANUAL**—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 981, Toledo, Ohio.

**190 SIMPLE TIMEKEEPING METHODS THAT INCREASE PROFITS**—A 16-page booklet describing how a time recorder can be used more profitably for keeping payroll and job time. Contains photographs of various payroll and job forms showing typical time records. Bulletin describing the Latham Time Recorder Company, 72 3rd St., N. W., Atlanta, Ga.

**192 COLOR BAR JR.**—Complete details on the Arco Color Bar Jr. Designed to supply all colors from only 22 basic mixing colors. Can be placed upon empty drum for easy operation. The Arco Co., 7301 Resonance Rd., Cleveland 27, Ohio.

**194 "WHAT'S NEW"**—The 1953 fold-out showing the Porter-Ferguson line of profitable power tools for body shop operations. H. E. Porter, Inc., 74 Pease St., Somerville 43, Mass.

**196 BEN LINDER 300**—Literature describing the Ben Line Co.'s frame straightener and aligner with the 360° angle of bendup. Complete details of easy to operate Ben Linder 300. Ben Line Co., Dayton, Ohio.

**197 SPARK PLUGS**—Condensed four-page specification folder for passenger cars, including 1951 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandising Division, Cincinnati & Chas. St., Toledo 1, Ohio.

**199 PERMATEX ENTRY SLANKS**—For the monthly billing and suggestions on the use of Form-A Gasket. See Permatex ad on page 1 for details and use S&S reader service coupon for entry blanks. Permatex Company, 1130 Avenue X, Brooklyn, N. Y.

**201 QUESTIONS & ANSWERS**—A 36-page booklet written in question and answer form discussing the uses and profit making possibilities of Pyroil. Provides the answers to the motorist's questions. Pyroil Co., LaCrosse, Wisconsin.

**205 SERCO**—Colorful literature outlining the complete SERCO line of automotive chemicals. It includes BURNOL the reconditioner for old and freeze. SERCO—for cracked cylinder heads. SHAMO—greaseless, complete auto cleaner requiring no wiping. LUBRO—the water pump lubricant and rust inhibitor. Also many others. Service Supply Co., 1115 Seventh St., Denver, Colo.

**206 HASTINGS** replacement catalogs showing exchange numbers for carburetors, generators, starters, field coils, distributors, fuel pumps and the entire line of Hastings' rebuilt parts for passenger cars and trucks. The Hastings Co., King, N. C.

**233 HAND TOOL CATALOG W-101**—New 80-page Blackhawk catalog shows over 1000 time and money saving hand tools. Includes giant tool sets, master wrench sets, body tools, pullers and attachments, piston ring compressors, screw extractors, bolt cutters, feeler gauges and many others. Complete with pictures and specifications. Blackhawk Mfg. Company, Milwaukee, Wis.

**262 OIL FILTER MERCHANDISE**—Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools... The Cabinet Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

**267 AUTOMOTIVE BEARINGS**—Catalog 60-GB—A 28-page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 840 S. Mills St., New Castle, Pa.

**280 THE ABC'S OF SELLING SHOCK ABSORBERS**—A 30-page, pocket-size "brain tacker" guide to shock absorber sales. Brief, humorously illustrated and

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down-to-earth. It gives full facts on shock inspection, selling technique and important data on Briggs Shock's with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, 1835 E. 48th St., Cleveland 15, Ohio.

**304 ILLUSTRATED FOUR-PAGE COL-OR FOLDER**—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with hand specification table. Storm-Vulcan, Inc., 3235 Burbank St., Dallas 9, Texas.

**305 KOTAPIN CRANKSHAFTS INCREASE BEARING LIFE**—A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAPIN process prevents them, also long-term bearing life. Storm-Vulcan, Inc., 3235 Burbank St., Dallas 9, Texas.

**309 OIL FILTER & REFILL, RAPID REFERENCE CATALOG** has easy-to-use Replacement Chart which alphabetically lists make of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Osmo Multi-Screen and Standard Refills, plus refiller promotional helps. Champion Laboratories, Inc., Catalog Dept., 123 Charles St., Meriden, Conn.

**314 WAGNER BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe, chamber sets, as well as ColMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6863 Plymouth Avenue, St. Louis 14, Missouri.

**315 BETTER IGNITION** by Delco-Remy —16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

**317 GRINLEY BRAKE BONDING CATALOG**—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping device and gas and electric means for bonding. Complete listing of halfboard segments and applications. Grinley Mfg. Co., Peabody, Ohio.

**320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT** features the complete Storm-Vulcan jobber line of engine rebuilding machinery. Attractively printed in two colors, punched and docket for inclusion in jobber catalogues. Storm-Vulcan, Inc., 3235 Burbank St., Dallas 9, Texas.

**321 COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING**—Binds Catalog 101 in pocket with 24 pages of spray painting equipment... everything required for automotive refinishing... spray

guns, spray booths, air compressors, complete outfit, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Brake Mfg. Co., 9186 Carroll Ave., Chicago 13, Ill.

**323 BRAKE LINING**—A new 16-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Brake Corp., P. O. Box 348, New Castle, Ind.

**332 CURVED WINDSHIELD INSTALLATION MANUAL**—28-page book explains removal and installation procedures for curved safety plate windshields and Tufflex Plate Glass backlights. Well illustrated. Libbey-Owens-Ford Glass Co., Dept. RAJ, Nicholas Bldg., Toledo 9, Ohio.

**334 "Stylishness and Lubrication Departments"**—A 32-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 30, Missouri.

**335 POWER AND MANUAL LUBRICATION IN THE FIELD** is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all latest types of grease guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Ave., St. Louis 30, Mo.

**336 NEW FILMO IGNITION PARTS CATALOG**—Big 160-page catalog contains complete listings of all Filmo Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filmo Catalog exceptionally easy to use. F. A. B. Mfg. Co., 4244 W. Chicago Avenue, Chicago 51, Ill.

**338 AUTO LAMP SERVICING GUIDE**—Illustrated and handy reference with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing truck and auto lamps. Tung-Sol Electric Inc., 55 Eighth Ave., Newark 4, New Jersey.

**341 SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS**—Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflo, Powerglide, Ultramatic, Chrysler Fluid Drive and Hudson Wai-Clutch. The Bell Co., Inc., 411 N. Wolcott Ave., Chicago, Ill.

**345 HYDRAULIC BRAKE WALL CHART**—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinders, master and wheel cylinder repair kits, stop light switches and brake hoses. Elin Automotive Corp., P. O. Box 102, Middletown, Conn.

**347 SHOCK ABSORBERS**—A new shock absorber specification catalog, reduced to 6 pages, including complete alphabetical and numerical listings on shock absorbers for all makes and models of cars. Available through Monroe Warehouse Dis-

tributors and Jobbers or by writing direct to the Monroe Auto Equipment Co., Monroe, Mich.

**348 LIGHTING ACCESSORIES**—Catalog sheets on tailors, switch panels, toggle switches and slide switches, truck and trailer switches, automotive electrical sockets, plus selling aids. Cole-Harvey Co., 54 Old Colony Ave., Boston 27, Mass.

**351 PACKAGED SPRAY BOOTHS**—100 different packaged automotive spray booths designed to fit varying requirements of all shop and body shop dealers. Four-page specification brochure gives complete technical details. American Brake Shoe Company, Kellogg Div., 97 Humboldt St., Rochester 1, N. Y.

**352 DUR-ALL BRAKE RELINING SYSTEM**—Illustrated folder describes Dur-All System that provides complete relining coverage for passenger cars and light trucks with only 4 liner discs. Includes large 18" x 28" wall chart showing the five easy steps for relining any set of brake shoes. Galko Corp., Automotive Div., 233 N. LaSalle St., Chicago 1, Ill.

**363 MOTOR LIFE EXTENSION**—A Tune-Up Digest plus periodic service bulletins on fuel pump testing and maintenance, voltage regulators and ignition tune-up. Descriptive information on fuel pumps with the Lifetime Bunsen Diaphragm, the filters and ignition parts. Motor Life Extension Institute c/o Kew Mfg. Company, 20-21 Wagon Rd., Fair Lawn, N. J.

**370 EMEROL MFG. CO.**—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverox Top Cylinder Oil, El-Mer Marvel Tune-up Oil. Shows uses, prices, descriptions. Complete information. Emerol Mfg. Co., 643 W. 69th St., New York 28, N. Y.

**372 FAULTY BRAKES**—Red broken cause were accidents than any other mechanical defect. A free PEDAL BLOC in yours for the asking. American Brakeblock Div., 4618 Merritt Ave., Detroit 9, Michigan.

**383 TIME SAVING LABOR-LOADING IMPACT TOOLS**—Price list complete details on electric impact tools, sockets and accessories, and thirteen common jobs where impact tools are up to 50% of time required by hand wrenches. Ingersoll-Rand Company, 11 Broadway, New York 4, N. Y.

**385 STEAM DETERGENT CLEANING**—Fully illustrated folder in color, describing the time and cost saving of steam detergent cleaning in connection with industrial maintenance operations. Describes and defines the three simultaneous actions of steam detergent cleaning. Oakite Products, Inc., 227 Rector St., New York 6, N. Y.

**389 "FACTS OF LIFE—ENGINE LIFE"**—16-page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on all additives, also selling tips and instructions for use. Cassie Division, Hastings Manufacturing Co., Hastings, Michigan.

**407 ABC'S OF SAFE PROFITABLE TIRE SERVICES**—A 24-page book just published by Rowe's "Real Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-ins for profitable results. Rowe's "Real Fast" Corp., 147 North Pine Street, Indianapolis 5, Indiana.

**416 TAIL PIPE REPAIR KIT**—A four-page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four plans to fit all cars. Quaker Supreme Chemical Corp., 515 Whitman St., Montgomery, Alabama.

**420 BIODIX TOOLS**—Illustrated and descriptive condensed 16-page Catalog No. 100-B of BIODIX Portable Electric Tools for Automotive Repair and Maintenance. Albertson & Company, Inc., 8100 Lowell Ave., Sioux City, Iowa.

**List Items You Want. Tear Out and Mail Attached Card Now!**

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

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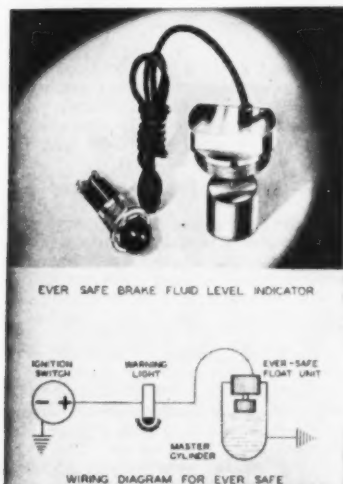
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# New PRODUCTS AND CATALOGS

## 850—Brake-Fluid Indicator

The Ever Safe brake-fluid-level indicator, designed to warn driver of low fluid supply by a light on the dash, has been announced by Wagner



Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

The float unit replaces the master-cylinder filler cap and is connected to the electric current supply and warning light. The device is available in three sizes for both passenger cars and trucks.

Want more info? Use coupon on page 114 and you will get it!

## 851—Air Conditioner

An air-conditioning unit for automobiles that operates off the fan belt and can be installed with only minor alterations in the car has been announced by George Burney & Co., Inc., 39 Broadway, New York 6, N. Y.

The unit is placed on center front floorboard of the car so it does not interfere with the operation of the car and leaves room for the feet of a front-seat passenger. The Idler air conditioner, as it is called, is of the evaporative blower type. It has fingertip controls.

Want more info? Use coupon on page 114 and you will get it!

## 852—Bumper Jack

A bumper jack with a large base to give added safety and self-lubricating worm for easier lifting has been placed on the market by Electro-Mechanical Laboratories, 2438 Bloomington Ave., Minneapolis 4, Minn.

The Fargo jack, as it is called, has a swivel handle that can be used as a handy lug wrench on many makes of cars and trucks. Bumper clamp

can be adjusted to any position on the outer sleeve. Finished in chrome with enamel base and handle, the jack is suitable for lifting passenger cars, light trucks and farm tractors, the manufacturer said.

Want more info? Use coupon on page 114 and you will get it!

## 853—Lapping Oil

Diamond lapping oil that is said to give improvement in sharpness of boring bar tools is now available from Stadoil Manufacturing Co., El Monte 4, Calif. It is packaged in five sizes from ½ pint to one gallon.

Want more info? Use coupon on page 114 and you will get it!



### Fresh air when it rains

Come cloudburst or blizzard, Ventshades allow windows to be lowered 2 or 3 inches. Weather stays out, but fresh air circulates through car.



### Less fogging of glass

Because Ventshades ventilate the car naturally, they practically eliminate the condensation of moisture on windows and windshield.



### A cooler car when parked

In hot weather windows can be left lowered a little when car is parked. Ventshades protect against showers and circulating air keeps car cooler.



### Added beauty for the car

Ventshades are as beautiful as they are practical, adding a touch of streamlined smartness to any car. They look like a built in feature.

Contact your Ventshade wholesaler or write direct for complete information.



**AUTO VENTSHADE COMPANY • CHAMBLEE GEORGIA**  
IN ATLANTA'S FINEST INDUSTRIAL SUBURB



### 854—Carbon Remover

The Solatone catalytic cell, said to change the black, abrasive carbon usually formed by combustion into gray, soft carbon that is blown out of the motor by the exhaust system, is now being marketed by A. B. Hydrocarbon Systems, 2808 McKinney Ave., Dallas, Texas.

The cell is installed on the gasoline line feeding the carburetor. For lube-oil treatment, it is installed on the oil-filter line. The cell works by chemical catalytic action and is not like a conventional filter or solvent. It should be replaced about every two years. The reduction in carbon formation is said to give longer en-

gine life and greater power.

Want more info? Use coupon on page 114 and you will get it!

### 855—Open-Throat Press

A 30-ton, open-throat shop press, designed to permit easy entry and removal of the work, is now available from Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

The unit is powered by a 30-ton OTC Power-Twin center-hole ram, activated by a remote control 10,000 psi pump with 6' of high-pressure hose. Lower press plate is easily adjustable to three positions to facilitate positioning of the work. The ram can be detached from the press, permit-



ting dual service for field and shop operations, according to an announcement from the manufacturer.

Want more info? Use coupon on page 114 and you will get it!

### 856—Water Demineralizer

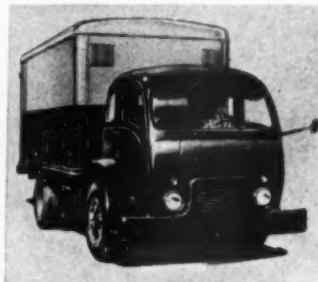
A demineralizer for battery water that removes minerals and salts from ordinary tap water has been announced by United Motors Service Division, General Motors Corp., General Motors Building, Detroit 2, Mich.

Made of plastic, the bottle dispenser holds a quart of water. On top of the bottle is a small container that holds the purifying chemicals through which the water passes before being poured into the battery. The bottle can be refilled as many as 200 times before the chemicals lose their effectiveness, the manufacturer said, and the chemical container can be replaced.

Want more info? Use coupon on page 114 and you will get it!

### 857—Truck Visor

A sun visor for installation inside the windshield of trucks, custom-cut for cabs of specific makes, has been added to the line of Filterzone Auto



Vision Co., 641 Lexington Ave., Brooklyn 21, N. Y.

The visor is of heavy-gauge green plastic that is said not to distort vision. It can be installed quickly, using only water. If desired, it can be removed without difficulty and installed in another truck, the manufacturer said.

Want more info? Use coupon on page 114 and you will get it!

## New super wash for cars!

HIGHER  
CONCENTRATE

SHAMO

"Successor to  
the chamois skin"



#### SIZES:

8 ounces 4 pounds  
16 pounds 30 pounds  
100 pounds

- ★ Cuts wash time in half
- ★ Dries spotless, streakless
- ★ Removes all traffic dirt quickly
- ★ Builds **PROFITS** through economy

"Car washing time reduced...better results"

Buick Agency\*

"Holds suds longer...heartily endorse product"

Packard Agency\*

"Gives clean wash job without too much effort...more economical than others"

Cadillac Agency\*

\*Photostats on request

Lower your car wash costs! New, higher concentrate SHAMO hurries work through, requires less, yet gives better washes. Special active ingredients in SHAMO gently cleanse traffic film, scum, loose pigment...flushes off smoothly, free of streaks and spots, without using a chamois. SHAMO doubles car-wash capacity, slashes costs, brings smiles to customers.

Manufactured and guaranteed by **SERCO** PRODUCTS

# Service Supply Co.

1115 SEVENTH ST. • DENVER 4, COLO.



# Right for the Job!

## DELCO-REMY EXTRA-OUTPUT GENERATORS AND MATCHING REGULATORS

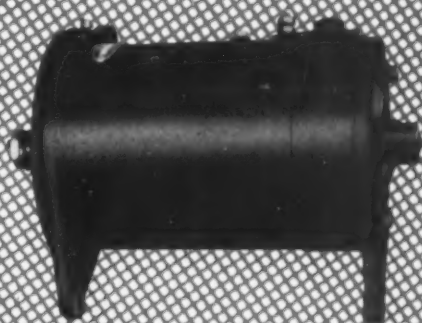
(Medium Duty—40 and 50 Amperes)

Delco-Remy extra-output generators are an economical answer to the electrical needs of cruising taxicabs, suburban police cars, rural mail cars . . . other vehicles with additional lights, two-way radios, special electrical equipment in moderate to heavy-duty service. For this type of operation, these Delco-Remy extra-output generators offer the triple advantages of low initial cost, simple installation and economical maintenance.

**DELCO-REMY 40-AMP. GENERATOR** has low cut-in . . . charges at curb idle from 11 to 17 amperes . . . attains full output at 18 mph when using a three-inch pulley.

**DELCO-REMY 50-AMP. GENERATOR** has slightly higher cut-in, about 9 mph . . . attains full output at 19 mph . . . for vehicles customarily operating at higher speeds, with minimum of slow driving.

See your nearest United Motors wholesaler for further information and application data.



D.C. GENERATOR



REGULATOR

A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE  
DISTRIBUTED BY WHOLESALERS EVERYWHERE

## DELCO-REMY

Division, General Motors Corporation  
Anderson, Indiana

WHEREVER WHEELS TURN OR PROPELLERS SPIN

### 858—Shock Catalog

A catalog on its Columbus shock absorbers, containing listings by make and model and also by parts numbers, has been issued by Heckethorn Manufacturing & Supply Co., Littleton, Colo.

A wall chart giving listings and installation data for many current models of passenger cars is also available.

Want more info? Use coupon on page 114 and you will get it!

### 859—Power-Steering Hose

Power-steering hose assemblies for nine current passenger cars with this type of steering have been added to the line of Standard Parts Division, The Weatherhead Co., 300 E. 131st St., Cleveland 8, Ohio.

The hose couplings have a grooved insert and the body is also grooved to hold hose more firmly in the fitting. Lines are pressure-tested to 1,500 psi, the manufacturer said, which is more than twice normal working pressure. The assemblies are individually packaged, with identification clearly printed on the carton.

Want more info? Use coupon on page 114 and you will get it!

### 860—Fuel-Pump Gauge

A fuel-pump gauge with a "bow-tie" hook-up at the carburetor inlet, designed to make both pressure and capacity tests under actual running



conditions, has been announced by Kem Manufacturing Co., Inc., Fairlawn, N. J.

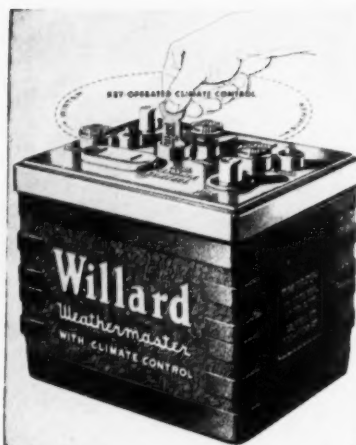
The neoprene hook-up for the carburetor inlet allows both fuel-pump pressure and capacity tests to be made at idle and high speeds while engine is running. Pressure-range specifications and detailed instructions for use are included with the FPT-6 gauge, as it is identified.

Want more info? Use coupon on page 114 and you will get it!

### 861—Adjustable Battery

The Weathermaster battery, which can be adjusted with a simple "key" to give suitable battery power for summer and winter driving, has been announced by Willard Storage Battery Co., 246 E. 131st St., Cleveland 1, Ohio.

The adjustment is made by inserting the key successively into each of the battery cells and turning it to the seasonal setting indicated on the battery top. This regulates the battery's water capacity, increasing it for summer use and decreasing it for winter service.



Greater water capacity for summer lowers the acid gravity, reducing acid deterioration and promoting resistance to damaging effects of over-charging. Reduced water capacity for winter provides a high acid gravity at top charge, resulting in greater power and better cranking ability at winter temperatures.

In addition to the Climate Control adjustment feature, the battery has a strong, one-piece top construction, lightweight container, Metalex grids to resist over-charging, a new active material and long-lasting insulation.

Want more info? Use coupon on page 114 and you will get it!

### 862—Crankshaft Press

A straightening press for crankshafts, featuring a heavy horizontal frame with an underslung hydraulic pump and cylinder, has been announced by Lempeco Products, Inc., 5490 Dunham Road, Bedford, Ohio.

Pressure on the main bearings is exerted with positive force perpendicular to the shaft until the dial indicator mounted on the frame shows that the shaft has been aligned at each successive main bearing. The press saves time by eliminating excessive grinding to true up shaft, removing only enough metal to true up diameter of each bearing and bring the surface to the desired finish.

Want more info? Use coupon on page 114 and you will get it!

### 863—Bug Remover

The Bug-Go cloth, designed to remove bugs, bug-juice and road film from windshields, chrome and automotive finishes, has been introduced by Rittenbaum Brothers, 691 Houston St., N. E., Atlanta, Ga. The cloth is impregnated with chemicals that are said to be harmless to the finish of the car but to remove bugs when cloth is dampened and applied.

Want more info? Use coupon on page 114 and you will get it!

### 864—Valve Silencer

The Val-Vin-Hed silencer for Chevrolet and Buick cars is now available in a merchandising package from Joe L. Estes Co., Winder, Ga.

The envelope shows a silencer in place on an engine and tells how the silencer can reduce valve tapping noise, provide overhead lubrication, permit proper valve-clearance adjustment and give more efficient operation.

Want more info? Use coupon on page 114 and you will get it!

### 865—Degreasing Compound

Gunk Hydro Degreaser is now available in pint cans, containing enough to degrease and wash an engine block, from Curran Corp., Lawrence, Mass.

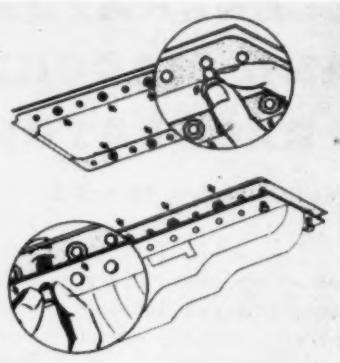
To use the compound, the operator sprays or brushes it on engine block or other object to be cleaned and then sluices away emulsified grease with a water hose. The solvent is safe to use on surfaces not harmed by soap and water and it will not de-fat the skin, the manufacturer said. In addition to cleaning engine parts, it can be used to clean chrome, white-sidewall tires and concrete.

Want more info? Use coupon on page 114 and you will get it!

### 866—Gasket Retainer

A retainer that is said to fasten gasket to the block without the use of grease, strings or bonding agents has been announced by Kwik Manufacturing Co., 3311 W. Florence Ave., Los Angeles, Calif.

To install gasket, the mechanic inserts retainers into alternate bolt holes, replaces pan to block by screw-



ing pan bolts into holes without retainers and replaces remainder of pan bolts with speed wrench. This method is said to reduce the time necessary and also to reduce the chance of tearing gasket. The retainers are available in 1/4" size for Chevrolet side cover and oil-pan installation and 5/16" size for other gasket installations.

Want more info? Use coupon on page 114 and you will get it!

### 867—Truck Heater

A truck-cab heater and defroster that can be adapted for either recirculating or fresh air is now available from Evans Products Co., Plymouth, Mich. It has split-core construction of tube and fin design to give a higher capacity. It measures 8 1/16" by 8 5/16" x 8 3/8".

Want more info? Use coupon on page 114 and you will get it!

# MARVEL keeps

## NEW CARS NEW LONGER...

## USED CARS IN USE LONGER...



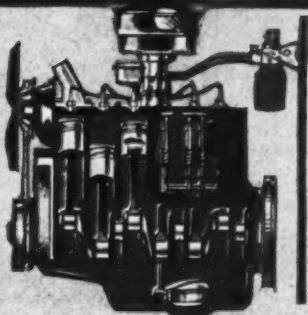
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can hear in the hum of his motor... *feel* in the smooth, powerful thrust of his car.

For Marvel really registers - in the increased mileage a man gets out of his car per gallon... in the lower service charges he shells out at inspection intervals.

*Moral:* There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

FOR MORE PROFITS —  
PUSH MARVEL MYSTERY OIL  
AND THE MARVEL INVERSE OILER



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts... eliminates hydraulic valve clatter... provides ring seal... cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:  
**EMEROL MANUFACTURING CO., INC.**  
Dept. 167, 242 W. 69th St., New York 23, N. Y.





### 868—Spark-Plug Set

A spark-plug set for Chevrolet cars and light trucks, featuring shrouded construction for easy cleaning and continued good service after several cleanings, has been added to the line of Hastings Manufacturing Co., 325 N. Hanover St., Hastings, Mich.

The plug has a special gap setting for good idling and no adjustment is needed at time of installation, according to the manufacturer. A special heat range helps resist fouling, while giving good high-speed performance. The plugs are available in packages of six, which helps sell a complete set and facilitates easier stock handling, the manufacturer

said. Shrouded plugs are also available for other popular engines.

*Want more info? Use coupon on page 114 and you will get it!*

### 869—Lamp Guide

A service manual for automotive lamps, covering cars and trucks from 1938 through current models, has been issued by Tung-Sol Electric, Inc., 95 8th Ave., Newark 4, N. J.

It contains trouble-shooting tips on signal systems and flashers, tells how to aim, adjust and focus headlamps and how to install both sealed-beam and small lamps. Measuring 7" by 10", it is printed on heavy stock and may be hung up as a wall chart

or used as a bench manual, as desired.

*Want more info? Use coupon on page 114 and you will get it!*

### 870—Clearance Lights

Two clearance lights for trucks, trailer and buses, designed so they can be clamped or bolted to almost any type of equipment, have been added to the Pathfinder line of Auto



Lamp Manufacturing Co., 2909 S. Indiana Ave., Chicago 16, Ill.

No. CL-667 is a hooded light with a chrome-plated shield that concentrates the marker light for greater visibility. No. CL-665 is a single clearance light with a flexible strap mounting.

*Want more info? Use coupon on page 114 and you will get it!*

### 871—Pressure System

An air-operated automatic "pressure charger," designed for use in conjunction with piped high-pressure lubrication systems to give increased efficiency and reduce lubrication time, has been announced by the Alemite Division, Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.

Installed in the line near the delivery hose, the device will provide 6,000 lbs. of lubricant pressure at control valve when used with 125 lbs. or more of air pressure. It may be used with a hose reel or with the delivery hose connected directly to the outlet. It helps overcome problems that may develop from long pipe lines, low temperatures or "tough" lubricants.

*Want more info? Use coupon on page 114 and you will get it!*

### 872—Air Tank

A portable air-storage tank with a capacity that will inflate five passenger-car tires has been added to the line of Acme Air Appliance Co., Inc., 100 Hinsdale St., Brooklyn 7, N. Y.

Its dial-type gauge reads from 0 to 300 lbs., with recommended maximum working pressure as 150 lbs. The tank measures 12" by 18" and weighs 36 lbs. for easy storage and handling.

*Want more info? Use coupon on page 114 and you will get it!*

# STAND-UP QUALITY

...that makes  
new customers  
old customers



**PERFECT FIT** for quick installation in every major ignition system is a Niehoff parts characteristic that pays triple dividends: Saves time costs, speeds job completions, wins you permanently contented customers. Get the Niehoff Dealership story. It's building top business for more than 42,000 profit-wise shop operators coast to coast.

**NIEHOFF PARTS**  
fit every make and model  
of popular cars, trucks,  
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SEE YOUR JOBBER NOW  
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Boston 34, Mass., 254 Brighton Ave.  
Los Angeles 15, Cal., 1330 W. Olympic Blvd.  
New York 19, N. Y., 250 W. 54th St.



## Hagen of United Motors Succumbs at Detroit

**W.** A. HAGEN, general sales manager of United Motors Service, division of General Motors Corp., died June 25 from a heart condition.

After several years in retail phases of the automotive parts business, Hagen joined United Motors in 1927 as a salesman. He advanced to parts manager and zone manager before becoming central regional manager in 1947.

He had been general sales manager less than a year, having succeeded the late Charles P. Culhane, who died July 19, 1952.

## Maryland Dealers Hear F. J. Bell of NADA

**F**RED J. Bell, executive vice-president of National Automobile Dealers Association, was the principal speaker at the summer meeting of the Automobile Trade Association of Maryland, held June 12-14 at Ocean City, Md.

More than 200 persons were present for the business meeting and the recreational activities, which included a clam bake, coin hunt, banquet and dance.

## Ford Names Southerners To Regional Offices

**M**ICHAEL K. Horne, business management department manager for Ford Division in the Atlanta district, has been promoted to administrative department manager in the Southeast region, with headquarters at Chester, Pa.

F. F. Warnock, assistant district manager at Jacksonville, has been promoted to assistant manager of the Southeast region.

## Chrysler Advances Ruef

Paul M. Ruef, formerly midwest zone truck manager for Dodge Division, has been advanced to the executive sales staff with headquarters at Detroit. He joined Chrysler Corp. in 1941 and for a time was regional manager for Dodge at Kansas City and Memphis.

## Prass Heads Service

Marc R. Prass has been appointed director of service for Chrysler Division. Formerly on the staff of President E. C. Quinn, Prass has been with Chrysler Corp. since 1941. He is a Yale graduate.

## McLeod Elected in N. C.

Frank McLeod, McLeod Motors, Inc., has been elected president of the Lumberton (N. C.) Auto Dealers Association. E. A. Sunday, Community Motor Co., Inc., was elected vice-president and C. H. Elkins, Norment Motor Co., Inc., was named secretary-treasurer. Directors include A. G. McPherson, Bullard Motor Co., Inc., and R. E. Freeman, Freeman Motor Co. The association began its second year of organization last month.

## Memphis Association Formed

Automotive Personnel Association, Inc., has been organized at Memphis, Tenn., to provide a central clearing house of information on the availability of mechanics. "This is not a union or employment agency," said L. B. Scates, secretary-manager. "It is the aim of the association to make available to each dealer in the city a comprehensive directory of mechanics who are specialists in particular fields."

## You get more to Start with Rebat

NO GADGETS . . . NO GIMMICKS

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Through the years, Rebat Aircraft Batteries have been original equipment in most personal aircraft. Rebat performance . . . proven in the air as well as in the cars of millions of motorists . . . brings customers back where they get more to start with. Sell Rebat's proven performance at popular prices. It pays off in profits.



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READING, PENNSYLVANIA

representatives

LAWRENCE M. HIRSIG & CO.  
Jacksonville 7, Florida

RICHARD LAWRENCE  
Lynchburg, Virginia

## East Texas Oil Story (Continued from page 54)

down by the United States Supreme Court, and the control reverted to the civil authorities, in this case being the Railroad Commission of Texas.

The legislature of the state of Texas was called into extraordinary special session for the purpose of framing and passing adequate waste-prevention oil and gas conservation statutes authorizing, empowering and directing the

Railroad Commission of Texas to pass proper rules and regulations to carry out these waste-prevention statutes.

It was my duty as a member of the Railroad Commission, along with my colleagues Judge C. V. Terrell and The Honorable Lon A. Smith, to carry out the intent of these statutes. My colleagues requested that I go to the field, remain there in an office which I was to set up to start oil and gas conservation in the East Texas Field. This we did at Kilgore,

Texas.

You know, in the past, before East Texas came into production, we had felt that getting 15 or 20 per cent of the oil in place under the ground was a good accomplishment. This was because of the old open-flow, gusher-type production which permitted the reservoir energy in the producing horizon to quickly dissipate itself, bringing forth only 15 or 20 per cent of the oil in this process, leaving in the sands consequently 80 to 85 per cent of the oil, which became viscous and clung to the sands and rocks, making it impossible of recovery under then-known meager scientific facts about reservoirs.

### Shut down the Field

Immediately upon the passage of these statutes, we ordered a shut-down of the entire field for a period of 21 days. This shut-down was for the purpose of trying to ascertain what made the oil field tick. In other words, we wanted to find out if we could what was the producing mechanism in the reservoir in that particular field. Each field is a separate study and must be examined under varying conditions of production and shut-in conditions to ascertain the producing mechanism. This has been well established in reservoir study, and the Supreme Court of Texas has so held.

The field was shut down for 21 days. We took pressures before the shut-down. At the close of the shut-down period, before the field was re-opened, we again took bottomhole pressures at the same key locations throughout the field. We found that the reservoir pressure had increased during the 21-day shut-in period 14 pounds to the square inch. This showed us that there was an active water drive in the field. The water was coming in from the west, dropping and trickling down through the sands from the outcroppings between Fort Worth and Dallas, to 3,200 feet under the ground, 105 miles to the east where this water came in contact with the oil-saturated sand in the stratigraphic trap under the East Texas Field area.

We re-opened the field at reduced rates of flow per well per day. Then after a period of a few months we shut the field in again for a similar period of 21 days to verify our first impression about the type of producing mechanism found in that field. Identical results were obtained from this second shut-down test. The field

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**MULTI-MILLION DOLLAR  
SERVICE MARKET...WITH**

**MASTER M FRONT END  
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**QUICK PROVES**  
For you with MASTER  
Front End Parts Easy  
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most needs, answers quick turn-  
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**WRITE FOR FREE  
SALES-MAKING MAIL CHART**  
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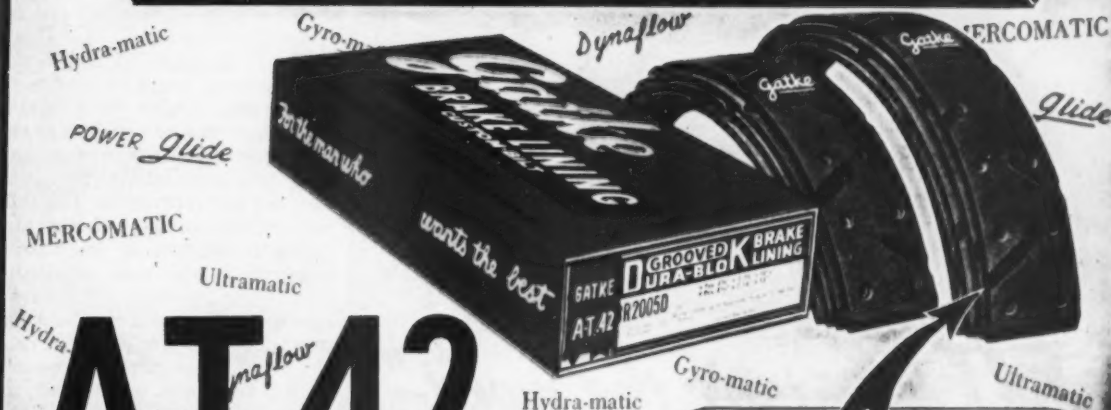
**MASTER PARTS DIVISION**  
AIRTEX PRODUCTS INC. FAIRFIELD, ILLINOIS

**KING BOLT SETS**  
Engineered to manu-  
facturers' specifications.  
Complete with ALL nec-  
essary parts for every  
popular car and truck.

# Gatke

## BRAKE LINING

*For the man who wants the best*



# A-T 42 for POWERFUL BRAKES

POWER that stays HIGH for added SAFETY and real STOPPING COMFORT. Specially adapted for cars with automatic transmissions.

To make stopping a pleasure you can recommend A-T 42 with assurance. There's nothing like it.

### PATENTED GROOVES

**Cleans**—Eliminates GRIT and Foreign Matter. Keeps surfaces clean for reduced wear and uniform braking.

**Cools**—Circulates air against drum surfaces. Brakes keep cooler, stop smoother, wear longer.

**Dries**—Throws out water when brakes are wet—restores brake effectiveness.

ask your GATKE Jobber or write

GATKE CORPORATION, 238 N. La Salle St., Chicago 1, Ill.

*Manufacturers of*

ASBESTOS BRAKE LINING FOR EVERY PURPOSE . . .  
MOULDED ASBESTOS FRICTIONS—ALL SHAPES AND SIZES . . .  
MOULDED FABRIC BEARINGS SERVING ALL INDUSTRIES . . . ASBESTOS TEXTILES



again showed a reservoir pressure increase of 14 pounds.

Thus we became convinced that, since nature always reacts the same under identical conditions, there was a definite water drive at work in the East Texas Field reservoir, and that if we did not produce the field any faster than that rate at which the reservoir pressure could be maintained, we would keep an active water drive propelling the oil through the sands and up to the surface of the earth through the well bore for a

greater length of time, thus producing a greater ultimate recovery of oil. Also, this would keep the wells flowing naturally. Coincidental with the production of the latest one billion barrels of oil produced in East Texas, we have seen the reservoir pressure increase by more than 12 pounds per square inch. Many wells that were on the pump have resumed flowing naturally.

The estimates of the experts, when the productive area of the field was outlined with 5,650 wells,

were that the total ultimate production in oil from that field would be in the nature of one billion barrels of oil. The field has now been in production 22 years, and by carefully preserving the reservoir pressure through reduced rate of flow and the injection of the salt water produced with the oil back into the producing sands on the side of water intrusion, that field has been able thus far to produce 2 billion 900 million barrels of oil and the experts now say if the same methods are carefully followed throughout the life of the field, something in the nature of 5 billion barrels of oil will be recovered, as against the original estimate of one billion barrels. We shall recover at least 80 per cent of the oil in place.

This is the story of one successful, vigorous application of sound engineering under wise statutes through rules and regulations carefully administered so that mankind may have oil a-plenty and go forward in his progress. The things we learned in East Texas about reservoir control to increase oil production are now applied as standard operating procedure in hundreds of oil and gas fields. The procedure changes a loss in recovery from 80 per cent to a recovery of 80 per cent of the oil in a reservoir.

Oil is hard to find. Oil and gas fields when found must have good stewardship so that waste will be prevented and the greatest possible ultimate recovery may be had.

The geologists, the petroleum engineers, the reservoir engineers, the lawyers and the administrators must all work together in harmony under wise statutes to conserve the reservoir energy in each field.

That is the challenge presented in the very interesting work of conservation. The incentive is to keep fueled the 53 million cars, trucks and buses that are today in use in the United States. These users of gasoline today pay no more for gasoline (tax excluded) than they did 25 years ago. Today two gallons of 1953 gasoline do the work of three gallons of 1926 gas.

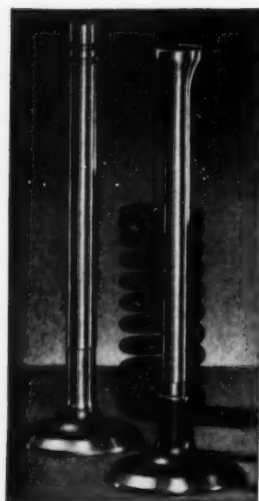
So you may still safely say with confidence, "Fill her up."

#### Meyer Dies at Richmond

Charles W. Meyer, Sr., 77, one of the founders of the Richmond (Va.) Automobile Dealers Association and a pioneer dealer in that city, died recently. He was president of A. Meyer Sons, Inc.



**"HOT" isn't the word—**



says Harold Emery, Veco Automotive Supply, Gloucester, N. J.—"there's a 'souped-up' 1937 Chevy here, with Manley Valves installed, that regularly does 75 mph in second. This takes tough parts." Manley Parts are tough and the trade knows it. Install them—Manley Airchrome Valves, Springs, Guides—and Timing Chains. Everybody profits more with Manley Parts. Write today for name of your Manley jobber. Manley Valve Corporation, 1523 Fairmount Ave., Philadelphia 30, Pa. District Sales Representatives: J. S. Connell Co., Dallas; Lawrence M. Hirsig Co., Jacksonville.

## MANLEY Valve Parts

VALVES • SPRINGS • GUIDES—and TIMING CHAINS

Supplier to leading original equipment manufacturers



# OLDSMOBILE DEALERS EVERYWHERE REPORT ROCKETING SUCCESS OF NEW "DOUBLE-DATE" DEMONSTRATION DRIVE!

**"WE'RE DOUBLE-DATING EVERY DAY!"**

● MIAMI, FLORIDA

**"DOUBLE-DATING DOUBLED MY PROSPECTS!"**

● DENVER, COLORADO

**"MORE PEOPLE RIDING 'ROCKETS' THAN EVER!"**

● SANDUSKY, OHIO

**"NEW DRIVE KEEPS MY SALESMEN WORKING ON-THE-DOUBLE!"**

● LOS ANGELES, CALIFORNIA

**"DOUBLE-FEATURE PROGRAM HUGE SUCCESS!"**

● BOSTON, MASSACHUSETTS



*Car illustrated: Ninety-Eight Holiday Coupé.*

Every indication points to one fact—this will be a record "Rocket" year! "Rocket" demand and "Rocket" popularity are now at an all-time high! And the new "Double-Date" demonstration drive . . . aimed at men and women alike . . . is really doing its part in building this great enthusiasm for Oldsmobile. Dealers everywhere are selling the double-appeal of Oldsmobile . . . "Rocket" Engine Power and Hydra-Matic Super Drive . . . Power Steering and Power Brakes . . . Power Styling and Power-Ride Chassis! These are the reasons behind the "Rocket's" outstanding record! This is why Oldsmobile dealers are more convinced than ever—It's SMART to BE with OLDS!

## OLDSMOBILE

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

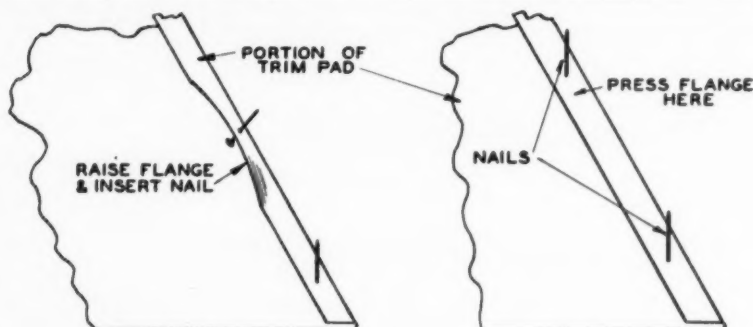
## GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

### When Starting Screws On GM Oil Pans

HERE is the way we made a useful tool for starting 1/4" screws on GM oil pans:

Thread up to 1/2" on a 1/4" rod 15" long and put on a stove-bolt nut. Turn the end down about 3" for a handle. This tool will hold the pan and gaskets while you start the other screws.—C. N. Turner, Turner Garage and Station, Poteau, Oklahoma.



### Replacing Nails In Trim Pad

IN THE event a corrugated nail breaks away from the binding strip of the door trim pad during the removal of trim pad, a portion

of the metal flange should be raised at the place where the nail is broken.

Then, using an awl, make a hole large enough to install nail where the original nail was located. After installing nail, press the metal

## HERE ARE MORE CHAMP-ITEMS TROUBLE SHOOTERS TO SPEED UP REPAIRS



◀ **No. 444 GEARSHIFT LEVER BUSHING ASSORTMENT** for most popular cars for past fifteen years. Assortment consists of 68 large and small insulator bushings, made of fibre to replace the standard rubber bushings. Not affected by oil or grease. Each unit packed in cellophane bag and marked for easy identification.

List 20¢ each.

➔ **No. 647 FUEL PUMP BOWL AND CYLINDER MOUNTING GASKET ASSORTMENT** for popular makes of cars. (See catalog for specifications). Contains 120 gaskets.

List 4¢ each.



Champ-Items Shop Assortments are popular the world over. If you need trouble shooters to lick a service problem, consult your Champ-Items Catalog No. 53. If you haven't a copy, send for one gratis today.

ORDER FROM  
YOUR JOBBER



CHAMP-ITEMS, INC.

flange down with pliers and the nail will hold as well as before it was broken.—*Rupert Dalrymple, 2706 Louise Avenue, Baltimore, Maryland.*

### Servicing Pivot Shaft Of Windshield Wiper

**A**FTER a few years the pivot shaft of the windshield wipers on most cars becomes so worn that it must be repaired. This is the case because the cap that prevents water from entering also keeps you from oiling it. The cap covers the end of the housing.

We use a No. 30 drill to drill a small hole half way up the cap.



This allows oil to enter the shaft. Of course, first you must remove the wiper arms. Then proceed as shown in drawing. — *Frank L. Pittinger, 8231 Dundalk Avenue, Baltimore 22, Maryland.*

### Deadening the Noise From Wheel Discs

**C**HROME discs on the wheels of cars sometimes get noisy when gravel or small stones lodge behind them.

Applying undercoating on the back side of the discs will deaden this noise.—*Henry Josephs, Box 22, Gardenville, Pennsylvania.*

### Correcting Gas Leak On Current Fords

Sometimes increased air pressure from heating or from other causes will cause a leak from the gasoline tank on 1953 Ford passenger cars.

To correct this, cut a small "V" in the cork gasket at the gas-tank cap, with the point of the "V" toward the outer edge. Or make a straight cut through the gasket. This small opening will permit air to escape when pressure builds up, preventing any gasoline from leaking.

### Checking Generator Relay By Using an Ammeter

**W**HEN attempting to check the closing point of a generator relay, it may become difficult to determine the exact point at which it closes. Forget the voltmeter for a while and watch the ammeter of the test equipment being used.

If the ammeter first shows a slight discharge and then swings to charge when the rpm of the generator is increased or the field rheostat is turned sufficiently to

cause the generator to charge, the relay points are closing too quickly and the spring tension of the relay should be increased.

On the other hand, should the ammeter jump suddenly to several amperes charge, the relay is closing too late or at too high a voltage and the spring tension should be decreased.

The results obtained in this way can be checked against the action of the voltmeter, if desired.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*



### "STANDARD of the TRADE"

**For Passenger Cars, Trucks and Busses.**

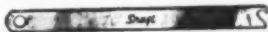
SNUGL Wheel Balancing Weights are especially designed to give

- EASIER APPLICATION
- BETTER FIT
- BETTER BALANCE

When you buy SNUGL you can be sure of getting the World's Finest Wheel Balancing Weights. The name SNUGL (Registered Trade Mark) on every weight is your guarantee of complete satisfaction. Write for illustrated catalog sheets . . . also name of your nearest Jobber.



**Snugl WEIGHT TOOL**  
For easy application and removal of wheel weights, wheel covers, trim rings or hub caps. Tool is 12" long.



**FREE:** No. 2 Snugl Weight Tool, 6" long. Especially designed for easy removal of weights on inside of wheel. We will send you this new weight tool Free and without obligation. Write for it today.



The exclusive Dove Tailed Steel Spring Clip holds weight firmly to rim with a Bull Dog grip—the beveled edges prevent clip from gouging tire or brushing curb.





These pictures were made at the time Harris Automotive Service, Inc., Atlanta, Ga., became a distributor for Auto-Lite spark plugs, distributors, cables and lights. In left photo are (l. to r.): Dan Tolan, A-L field engineer; G. Ward Foote, general manager, and E. G. Spuhler, sales manager, of Harris, and R. J. Thomas, A-L special representative. Seated next to Spuhler in the other picture is Lou Rauschenberg, manager of the Harris branch at Knoxville, Tenn. A-L's Knoxville representative, H. T. Worsham, was the "official" photographer for the group.

## There IS a difference in shocks!

# BRIGGS

Patented Piston  
with

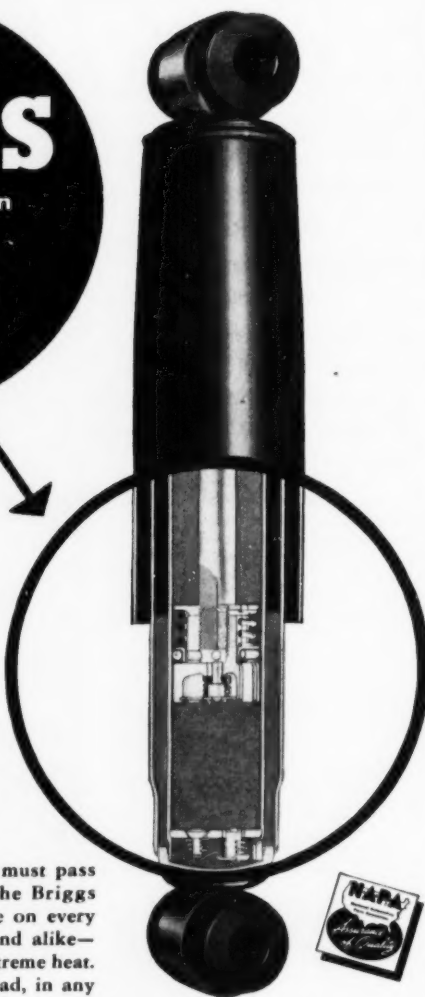
## O-Ring Seal

- fluid-right—  
can't "blow-by"
- full control  
on every stroke
- not affected  
by weather

The O-Ring Seal used on Briggs patented piston eliminates a variable found in all other shocks. It positively prevents fluid from leaking past the piston or by-passing the control valves. Because the seal is positive and fluid-tight, the fluid must pass entirely through the valve. The Briggs Shock delivers full performance on every stroke—compression and rebound alike—even when fluid is thinned by extreme heat. Result—a better ride on any road, in any car, in any weather.

*"For the ride of your life—for the life of your car"*

THE BRIGGS SHOCK ABSORBER COMPANY • DIVISION OF THE GABRIEL COMPANY • CLEVELAND, OHIO



## Jobber News

(Continued from page 65)

Rehberg Motor Parts Co., Galveston, Texas; Robertson & King Motor Supply, Dallas, Texas; Simplex Sales Co., Miami, Fla.; United Parts, Inc., Melbourne, Fla.; Wagner Gear Co., St. Louis, Mo., and George E. Young Auto Parts, Pocomoke City, Md.

General Manager B. W. Ruark announced at the Southeast Show conference at Miami in May that membership in MEWA had reached 1,397.

## Hill to Head Sales Of Thor Tools

**J.** A. HILL, who has been with Thor Power Tool Co. for 33 years, has been elected vice-president and sales manager.

John A. McGuire, who retains his title of chairman of the executive committee, has become vice-president in charge of labor relations.

## Greer Rejoins Duke

John H. Greer has rejoined Duke Electric Co., San Antonio, Texas, as assistant manager and buyer, it has been announced by P. E. "Dick" Duke, owner. Greer was with the firm for a number of years before leaving to become buyer for another Texas wholesaler, a position he held for five years.

## Dunn Heads Hastings Sales

Ross R. Dunn, sales manager of Hastings Manufacturing Co. since 1944, has been elected vice-president and director of sales. Byron K. Fletcher, formerly assistant sales manager, has moved up to the sales managership.





# \$50,000 Worth of Prizes!

**for U.S.I. PERMANENT ANTI-FREEZE  
DEALERS AND THEIR EMPLOYEES  
in U.S.I.'s great \$50,000 Prize Contest!**

*(Contest not open to the general public!)*

*Ever see prizes like these before? . . .*

- 2-Week Air Tour of Europe for Two!
- 10 Nash Ramblers Completely Equipped, any model!
- 22 RCA DeLuxe TV-Radio-Phono Consoles!
- 44 Prizes, \$100 Each!

**Here's how you can win:** Finish this sentence—following the Contest Rules—in 25 words or less: "Mr. Motorist, Get U.S.I. PERMANENT Anti-Freeze, and get it *early* because . . ." You just write what you think are the best reasons to give car owners for buying U.S.I. PERMANENT Anti-Freeze and for buying it *early* in Fall.

**Here's how we help you:** All U.S.I. dealers will receive the "U.S.I. PERMANENT Anti-Freeze Contest Book." It gives valuable information, including Contest Rules, that can help you win a Contest Prize. If you have not received your copy of Contest Book and Contest Entry Blanks, ask your jobber for them!

# \$1,000,000 Worth of Advertising!

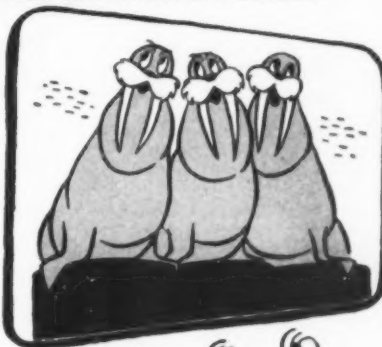
**supporting U.S.I. PERMANENT ANTI-FREEZE DEALERS AND THEIR EMPLOYEES**

**The strongest selling-story behind any Anti-Freeze!** U.S.I. PERMANENT is the world's safest anti-freeze! Contains more ethylene glycol; plus Special Inhibitors, a top trade secret.

**The broadest National and Regional Advertising coverage** in anti-freeze history! Big-space U.S.I. ads run in 15 big-time magazines — the longest list you ever laid eyes on!

**The heaviest Local Advertising barrage** ever set off by U.S.I.! A hard-hitting combination of TV, Billboards and Radio will reach practically every motorist in U.S.I. territory!

**Warning against re-use of old Anti-Freeze** is featured in U.S.I. advertising, quoting U. S. Government scientists. This alone can increase your sales 40%, by recapturing the 40% of the market now lost through re-use!



*Intensive TV Campaign runs every day,  
week after week after week, pre-selling  
U.S.I. PERMANENT early in Fall!*

**For the big anti-freeze season just  
ahead, now's the time to order your**

## New Improved U.S.I. PERMANENT

**world's safest  
anti-freeze**

U.S. INDUSTRIAL CHEMICALS COMPANY • DIVISION OF NATIONAL DISTILLERS PRODUCTS CORPORATION



Sales volume increased about \$8,000 a month almost immediately after Hunt Auto Supply of Norfolk, Va., moved recently from the building in the left-hand photo to the handsome building shown in the right-hand photo. One factor in the immediate increase was parking space for 35 to 40 cars at the new location, compared with six parking spaces at the former building. The firm now has 10,000 square feet of floor space, compared with 4,500 available formerly. Partners in the firm, which was opened in 1945, are J. T. Sugg, Jr., and James W. Hunt.

#### Dallas Representative Moves

Ralph E. Russell Co., manufacturers' representative of Dallas, Texas, has moved from 8738 Canyon Drive to 4319 Belmont Ave. "Not only will we maintain our offices in a more centralized location, but warehousing and service facilities on the Mallory ignition line will be included," said Ralph E. Russell.

#### Chesapeake Adds Salesmen

C. A. Tysinger, Jr., and McDowell P. Ashby have been added to the sales staff of Chesapeake Auto Supply Co., Inc., Norfolk, Va., President Edward J. Brickhouse reported. They will work in the Newport News and Warwick territory. John L. Felton has been promoted to outside salesman in the Portsmouth territory.

#### Speed Sport Appoints Katz

Warren Katz, Atlanta, Ga., has been appointed representative for Speed Sport Equipment, Inc., in the Southern states and Bradley Wayne, Dallas, Texas, will handle the line in Texas, Oklahoma and Arkansas.



**MILLIONS**  
Of Early Model Cars  
Can Now Be Restored  
To Efficient Operation  
By Installing This Part!

**THE FAMOUS**  
*National*  
**BUSHING & SEAL  
ASSEMBLY**

**FOR DRIVE-LINE REPAIRS OF  
MOST CHEVROLET CARS & PICKUPS  
AND SOME GMC PICKUPS**



(Col-Away Shows Bronze Bushings)

**"FIRST INSTALLATION"**  
**"Standard" Bushing & Seal**  
Models M-105, M-102, M-101  
Chevrolet 1937-33 Cars & Pickups  
Most GMC Pickups, 1937-50

- Insures minimum drive shaft whip, vibration and noise caused by loose bearing.
- New, stronger seal insures against possibility of transmission running dry.
- Prevents dilution of differential lubricant.

The New "Special Model" M-104 and M-106 Bushing & Seal Assemblies, Make Possible Multiple Repairs with Original Shaft On Both Standard Transmission & Power-Glide Models!

It's MONEY to YOU and to your customer when you install the National Drive Shaft Bushing & Seal Assembly. Exclusive features make possible quick, high-quality repairs at low cost.

Saves buying a NEW drive shaft because you RE-USE the old one... the new, greater bearing surfaces of this assembly use the unworn part of the old drive shaft. Repair can be made in 1 hour, without disturbing rear axle. You can restore cars & pickups to their original fine operating condition... models as far back as 1930. You can restore the inventory value of your own cars at least cost.

Like other National Parts, the Drive Shaft Bushing & Seal is "mileage-tested" and "performance-proven" by thousands of motorists everywhere... they have given their owners millions of miles of extra service. Build your repair profits with the National Line. Contact us today!

**Sold Nationally By Leading Automotive Wholesalers!**

**NATIONAL MACHINE WORKS, INC.**  
P. O. BOX 4305 MANUFACTURERS AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.

# 7<sup>th</sup> Edition, K-D Valve Service Manual

## New K-D Tool Chart for Ford Valve Service

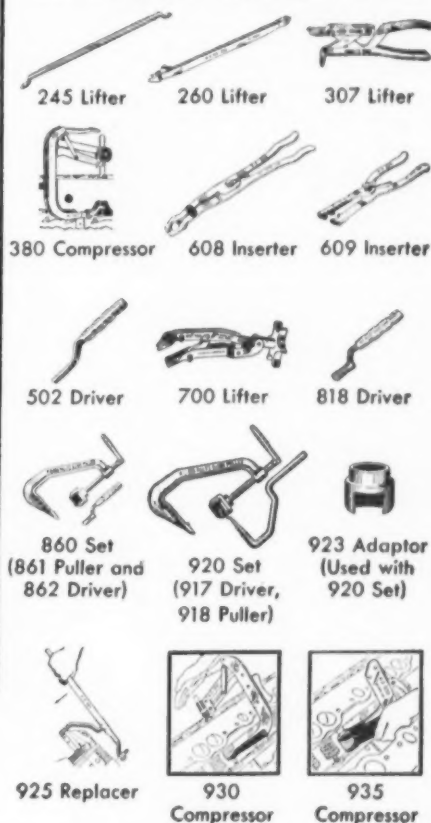


### THE CORRECT K-D TOOL COMBINATIONS

For removing and replacing valves in all Ford-built motors

MOTOR	REMOVE	REPLACE
4 Cyl., 1928-32	307 Lifter 502 Driver	307 Lifter
4 Cyl., Tractor & Truck, 1939-48	920 Set	925 Repl.
4 Cyl. Tractor, 1948-52*	920 Set	245 Lifter or 925 Repl.
6 Cyl., 1941-47	920 Set with 923 Adaptor	925 Repl.
6 Cyl., L-head, 1948-52	700 Lifter	700 Lifter 608 Insertor 609 Insertor for free type valves
6 Cyl., Valve-in-Head, 1952-53	380 Compressor	380 Compressor
V-8 Cyl., 1932-33	245 Lifter 818 Driver	245 Lifter
V-8 Cyl. (L-head), 1934-53* except 60 & 150 h.p.	920 Set	245 Lifter or 925 Repl.
V-8 Cyl., 60 h.p., 1937-40	860 Set	260 Lifter
V-8 Cyl. (L-head), 145 h.p. Truck & Lincoln, 1948-51*	930 Compressor 935 Compressor	935 Compressor 930 Compressor 608 Insertor 609 Insertor for free type valves
Lincoln-Zephyr	920 Set	925 Repl.
V-8 Cyl., Valve-in-Head 1952-53	380 Compressor	380 Compressor
* 1948 & Later—Optional service individual valves without removing guides	930 Compressor	930 Compressor 608 Insertor 609 Insertor for free type valves

### Got these K-D Tools for Fords?



### COMPLETE STEP-BY-STEP PROCEDURE IN THIS FREE 52 PAGE MANUAL



Beginning with Models A & B 4 cyl. engines, servicing of each type of Ford-built engines (up to and including V-8 valve-in-heads) is described in its own chapter. 18 chapters cover all phases of valve repair, free type valves, valve grinding, etc. 84 illus. Write for K-D Bulletin No. 253 on your shop letterhead. FREE.

K-D MFG. CO. DEPT. 105  
LANCASTER, PA.

**K-D TOOLS**  
"Make Hard Jobs Easy"



Johnson Machine Co., New Bern, N. C., recently moved to this handsome building. Situated two miles out on the Morehead highway, the building has ample parking space for customers. Junius Johnson is owner and manager.

### O'Loughlin Heads Sales Of Auto-Lite Plugs

**L.** B. O'LOUGHLIN has been appointed sales manager of the Spark Plug Division, The Electric Auto-Lite Co. Formerly called the Merchandising Division, the division covers replacement sales of spark plugs, wire, cable and sealed-beam units.

O'Loughlin, who joined the firm in 1946 as trade relations manager of the division he now heads, succeeds H. R. Butts, who has become president of Joe Franklin Myers Candies, Inc., Dallas, Texas.



Top: Mr. O'Loughlin  
Bottom: Mr. Butts

Butts relinquished the top sales position in the Merchandising Division of Auto-Lite to head a corporation that has purchased a nationally-known candy-manufacturing institution in Dallas, Texas, where Butts previously made his home for 20 years.



The 20 winners of the "Off to the 500" contest conducted by Genuine Parts Co., Atlanta, Ga., are pictured with members of Genuine Parts who accompanied them on the trip to Indianapolis. Visits to Belden Manufacturing Co. and Perfect Circle Corp. were features of the four-day trip, with box seats at the race as the highlight. The contest for customers of the firm ran for three months under the direction of D. R. "Mac" McCleary, contest and merchandise director and editor, "Parts Pups."



### Terry Heads Brakeblok

M. B. Terry, formerly executive vice-president of American Brakeblok Division of American Brake Shoe Co., has been appointed president of the division. He succeeds W. T. Kelly, Jr., who continues as a vice-president of the parent company and president of the Kellogg Division.

"We have installed a Lempco cylinder-head and surface grinder," William Woehler, owner of Yoakum Auto Parts, Yoakum, Texas, has reported.

\* \* \*

"We have taken on the Du Pont house paint line and believe we will do a fair job with it," T. H. Coker, manager of Gibbes Machinery Co., Columbia, S. C., reported last month.

\* \* \*

"We have added Clinton chain saws to our lines," A. E. DePew, owner of DePew's Auto Service, St. Cloud, Fla., reported.

William A. Chesney has been appointed sales manager of Roberts Brothers Co., Washington, D. C. He formerly was sales representative for the firm in the territory around Baltimore, Md.



# Andrews

## QUALITY AND VALUE

## HAVE BEEN GIVING

## CUSTOMER SATISFACTION

## SINCE 1921....

The complete line of Ignition Parts, Wire and Cable



VR-2



F-83



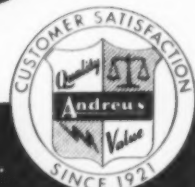
D-150H

ORDER FROM YOUR JOBBER

# Andrews

MANUFACTURING CO.

ST. LOUIS, MO.



Southeastern Representative:

**LAWRENCE M. HIRSIG & COMPANY**

American National Bank Building  
Jacksonville 7, Florida

Southwestern Representative:

**LYNN & HEMPHILL**

301 North Market  
Dallas, Texas

## Majority of Southerners Report Rising Volume

A MAJORITY of Southern and Southwestern wholesalers replying to the annual "lines handled" survey conducted by SOUTHERN AUTOMOTIVE JOURNAL reported that volume for the first five months of 1953 was higher than for the comparable period of 1952.

Out of 567 replies received by press time from jobbers in 19 states, 56 per cent indicated that 1953 volume was up from last year. Increases were distributed as follows:

Increase of	% Reporting
0-5 %	21 %
5-10 %	27 %
10-15 %	29 %
15-20 %	11 %
20-25 %	5 %
Over 25 %	7 %

Thirty-eight per cent of the firms reported volume in the first five months of 1953 was lower than the same period of 1952. Decreases were as follows:

Decrease of	% Reporting
0-5 %	28 %
5-10 %	31 %
10-15 %	24 %
15-20 %	9 %
20-25 %	6 %
Over 25 %	2 %

Six per cent of the wholesalers reported volume was approximately the same for the two years.

The weather, seasonal merchandising patterns and local business conditions caused a variation in the volume picture in different sections.

A tabulation of increases and decreases by states showed:

	Increase or same	Decrease
Ala.	77 %	23 %
Ark.	38 %	52 %
Del.	100 %	(few replies)
D. C.	40 %	60 %
Fla.	83 %	17 %
Ga.	72 %	28 %
Kan.	61 %	39 %
Ky.	45 %	55 %
La.	76 %	24 %
Md.	75 %	25 %
Miss.	42 %	58 %
Mo.	46 %	54 %
N. M.	70 %	30 %
N. C.	78 %	22 %
Okla.	62 %	38 %
S. C.	77 %	23 %
Tenn.	76 %	24 %
Texas	49 %	51 %
Va.	63 %	37 %
W. Va.	53 %	47 %

"Our sales are a little ahead of 1952 for the first four months," Owner **William Woehler** of **Yoakum Auto Parts**, Yoakum, Texas, reported last month.

## Shope and Trautman Buy Auto Electric

E. P. SHOPE and E. D. Trautman, Jr., who own a controlling interest in Piston Ring & Parts, Co., Atlanta, Ga., have bought Auto Electric of Georgia, Inc.

Shope will continue as president of Piston Ring & Parts and Trautman will be president of Auto Electric, which will continue to be operated as an entirely separate concern at Atlanta.

## Vellumoid Advances Wald

Lewis Wald, vice-president and general manager of The Vellumoid Co. since 1940, has been elected president. He succeeds Richard D. Seamans, who has become chairman of the board. Thomas G. O'Neil, general sales manager since 1950, was named vice-president.

## Arkansas Interest Sold

Gilford Harrison has bought half interest in Auto Parts & Bearing Co., Hot Springs, Ark. The firm is now owned by Harrison and by Doyle Rowell.

If...  
your brake costs are  
running too high . . .

it's time to match  
the braking to the load  
with **Bendix\***  
**Hydrovac**  
the "Load Rated."  
POWER BRAKE.

Information as to the local sources for this service can be obtained from the following Central Distributors:

Birmingham Electric Battery  
Avenue B & 23rd Street, South  
**BIRMINGHAM, ALABAMA**

Harris Automotive Service, Inc.  
525 Peters Street, S. W.  
**ATLANTA, GEORGIA**

Spencer Electric, Inc.  
40 West Beaver Street  
**JACKSONVILLE, FLORIDA**

Spencer Auto Electric, Inc.  
607 East Cass Street  
**TAMPA, FLORIDA**

Carolina Rim & Wheel Company  
306 North Graham Street  
**CHARLOTTE, NORTH CAROLINA**

Automotive Electric Serv. Co., Inc.  
982 Linden Avenue  
**MEMPHIS, TENNESSEE**

Dixie Wheel Company, Inc.  
916-18 North Blvd.  
**RICHMOND, VIRGINIA**

**load-rat'ing** (lōd-rāt'ing), n. The method by which the Vacuum Power brakes of a truck are matched to the load carried; as the changeover to a larger Hydrovac\* and master cylinder when loads carried exceed the rated capacity of the truck.

\*REG. U. S. PAT. OFF.



**Bendix**

PRODUCTS  
DIVISION

**SOUTH BEND**  
INDIANA

Export Sales: Bendix International Division, 72 Fifth Avenue, N. Y. 11, N. Y. • Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada

**Bendix**  
AVIATION CORPORATION

# GOOD POINTS TO REMEMBER!

# KEM



## KEM MANUFACTURING CO., INC.

FAIR LAWN, NEW JERSEY, U.S.A.

Cable Address: Kemsales, fairlawnnewjersey

## CYLINDER FINISHES

CAN BE

*Quality  
Finishes...*



## STADCO HONE-ROUGE

IS YOUR ANSWER

SHOPS THAT PRIDE THEMSELVES ON QUALITY WORK . . . and there are thousands of them . . . have finished all their cylinder blocks, rods and shafts with HONE-ROUGE for many years.

*You cannot embed the abrasive or honed material when using HONE-ROUGE for the finishing operation.*

Your quality jobber knows about HONE-ROUGE and can get it for you. If not, we welcome your inquiry and order! Available in easy-to-use cans in 1/2 lb. to 6 lb. sizes in 2 special types; No. 1 for Mirror Finish or No. 2 for Glossy (gun-metal) Satin Finish.

**STADOIL . . . FOR BETTER BORE JOBS!!**

Ask your jobber, too—for STADOIL Diamond Lapping Oil—the industry standard since 1935—for perfect tool finishes on the boring tools. Look for the name STADOIL—don't accept an imitation!

BOTH PRODUCTS MANUFACTURED EXCLUSIVELY BY

**STADOIL MANUFACTURING COMPANY**

El Monte 4, California

—Southeastern Representative—

David Bailey, 533 Greenwood Avenue, N.E., Atlanta 3, Georgia

CAMEL FUELBOARD\*

## Fires Faster!

IGNITES INSTANTLY BY  
CIGARETTE or MATCH

It never fails! CAMEL'S patented perforated fuelboard lights instantly in any weather (rain or shine). A match or even cigarette ignites this superior fuelboard. The even burning produces a perfect bond of the patch and tube. CAMEL fuelboard is tops!



*Holla-Tab*

## PATCHES

You get all the features in one patch—CAMEL. Finest quality, fresh laminated rubber—fast peeling Holla-tab holland cloth backing—instant lighting fuelboard—hermetically-sealed, moisture-proof packages. WRITE ON YOUR LETTERHEAD FOR SAMPLES.

**CAMEL**



**PATCHES**

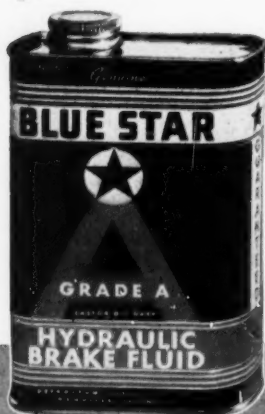


Originated and Manufactured by

H. B. EGAN MFG. CO. • MUSKOGEE, OKLA.

# BLUE STAR BRAKE FLUID

**SELLS  
FAST**



HIGHEST GRADE "A" QUALITY  
PURE CASTOR OIL BASE  
PROMPT DELIVERY  
PRICED TO SELL

REPRESENTED BY  
RUSSEL J. SUGARMAN & ASSOCIATES  
Indiana and Ohio  
FINLEY AND SMITH SALES CO.  
Illinois, Wisconsin, Minnesota  
QUALITY OIL COMPANY..... Kentucky  
MOHR & SON..... West Virginia  
RALPH HOGAN..... Oklahoma, Texas, Ark.  
DRUID SUPPLY..... Alabama  
IRVING PERTEL..... Southeastern States  
MAX POLANSKY..... Southeastern States  
L. ROY JOHNSON & SON..... Michigan

**PETROCHEMICALS CO.**

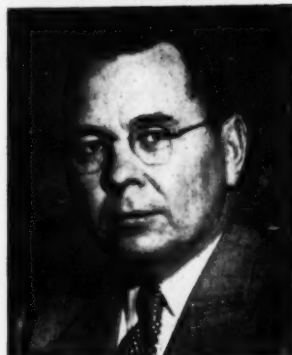
## Max Hayes of Asheville Heads Southeast Show

**M**AX A. Hayes, whose firm of Hayes & Hopson, Inc., at Asheville, N. C., celebrated its 30th anniversary this past January, was elected president of the Southeast Automotive Show for the next two years, Secretary Harry Gee of Atlanta announced last month.

M. D. "Buck" Taylor of Andalusia, Ala., and W. E. "Gene" Fike of Atlanta were elected vice-presidents.

Elected as wholesaler directors were: J. C. Parker of Mobile, Ala., Guy B. Dodd of Jacksonville, Fla., B. B. Jones of Albany, Ga., Harold W. Hart of Columbia, Miss., H. Lester Flowers of Hickory, N. C., Ned E. Holland of Greenville, S.

Top to Bottom: Max A. Hayes,  
M. D. Taylor and W. E. Fike.



C., W. B. Gates of Chattanooga, Tenn. Webb Patten of Miami, retiring president, is director at-large.

Manufacturer directors elected were: L. W. Bell, Henry S. Clark and Albert S. Goodgame, all of Atlanta, L. W. "Larry" Hirsig, Jr., of Jacksonville, Fla., C. G. Jackson, G. W. Klier, Frank Merryman, A. Lee Proctor and Claude Suttles, all of Atlanta.

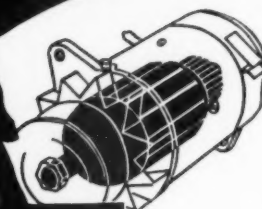
John A. Doyle of Atlanta and Gee are acting treasurer and secretary, respectively.

The new board will likely meet in the early fall to decide dates and sites for the '54 conference and '55 show.

## In Buying REBUILT GENERATORS

... you can be assured of original performance ONLY if you insist on genuine VENTILATED MATCHED COIL armatures. VMC armatures are the finest replacement armatures available—with original wire size and original number of turns.

look  
for



**VMC**  
GENERATOR  
ARMATURES

More VMC armatures are used than any other replacement brand.

**BUY FROM YOUR JOBBER**  
THE VMC SYSTEM, STATION D  
ATLANTA, GEORGIA





Nathan M. Roberts, executive secretary of the Automotive Wholesalers' Association of Alabama, met recently with a group of jobbers to lead the reorganization of the Michigan Automotive Wholesalers' Association. The group, which met at Lansing, has 60 members and aims at 100 by the fall of this year.

#### Plant City Remodels

Plant City Auto Supply, Plant City, Fla., has rebuilt the inside of its store, extending the bin area and adding space for additional lines. "This was done so we can serve our customers faster and better," commented C. W. Lancaster, general manager.

#### Waters Represents Shaler

J. D. "Jimmy" Waters is now representative for The Shaler Co. in Texas and Louisiana. He will represent National Rivet Co. in the same territory. Formerly district manager for The Electric Auto-Lite Co. in Texas and Oklahoma, Waters will headquarter at 4429 Amherst, Dallas.

#### Permacel Becomes Firm Name

Industrial Tape Corp., New Brunswick, N. J., manufacturer of Permacel and Texcel pressure-sensitive tapes, has changed its corporate name to Permacel Tape Corp. The change is in name only and the various lines of tapes will continue to be made, said Edwin J. Fitzpatrick, president.

#### Van Norman Chooses Jaremko

Appointment of Peter Jaremko as manager of the Washington automotive division was announced last month by Van Norman Co. He was formerly with agencies of the federal government in that city.

#### Cole-Hersee Names Mercer

Charles L. Mercer, Phoenix, Ariz., has been named representative for Cole-Hersee Co. in a territory that includes Arizona, New Mexico from Gallup and Santa Fe south and Texas west of the Pecos River, including El Paso.

"We have added **Wagner Lockheed** brake parts and lining to our lines," **William Woehler**, owner of **Yoakum Auto Parts**, Yoakum, Texas, reported last month.

#### Les Flowers Improves

H. Lester Flowers of The Flow-ers Co., Hickory, N. C., who was in the hospital recently because of a heart attack, returned to his home last month.

#### Georgians Meet at Macon

Another membership - drive meeting of the newly-formed Georgia Automotive Wholesalers' Association was held last month, this time a luncheon at Macon.

**YOU'RE SURE  
of SATISFACTION with . .**

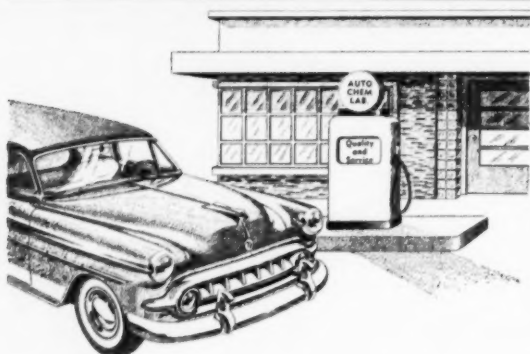
**HASTINGS  
REBUILT PARTS**

**Rebuilder of,**

- GENERATORS
- ARMATURES
- PRESSURE PLATES
- CARBURETORS
- STARTER BENDIX
- STARTERS
- FORD DISTRIBUTORS
- CLUTCH DISCS
- FUEL PUMPS
- BONDED BRAKE SHOES

**BUY THROUGH YOUR JOBBER**

*The* **Hastings  
Company**  
KING, N. C.



## YOU'RE INTERESTED IN PROFIT!

AND THESE TIME-SAVING ITEMS  
WILL HELP YOU MAKE IT . . .

WHITEWALL TIRE CLEANER  
BLACK TIRE DRESSING . . .  
COMPLETE LINE OF AUTO AND  
GARAGE CLEANING SUPPLIES  
NOW AVAILABLE

"SPECIALISTS IN SERVICE TO THE AUTOMOTIVE TRADE"

## AUTO CHEM LA ORATORIES

BOX 163, DECATUR, GEORGIA

TENN. & KY.  
Represented by: J. R. TATE  
3613 Wilbur Place  
Nashville, Tenn.

GA., FLA., N. C., & S. C.  
BOLLING AND POWELL  
P. O. Box 67, Northside Branch  
Atlanta, Ga.

ALA., MISS., & LA.  
BARRON CRANFORD  
1302 Sixth Avenue  
Jasper, Alabama

## BABY YOUR HANDS!

### WATERLESS DL HANDI-CLEANER

JUST APPLY and WIPE DRY . . . NO WATER NEEDED!

Dissolves dirt instantly . . . Prevents soreness  
due to chapping . . . Fortified with Lanolin  
. . . Guards against skin infection . . . Contains  
no harsh grit or abrasives . . . Ideal for home  
workshop, home, car and office . . . Sold on  
a money back guarantee.



*The Original*

Order DL from  
your Jobber today

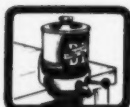
14 oz., 3 lb., 5 lb., and 5 gal. containers

### NEW DISPENSER!

Nothing to Fill! Simple to operate, easy to  
install. Insert 3 lb. can of DL Handi-Cleaner  
and throw away when empty. No waste! One  
push of the plunger delivers the right quantity.



ON A WALL



ON A BENCH

made only by

**BANITE CO.**

BANITE BLDG.,  
BUFFALO 4, N. Y.

## WHEEL WEIGHTS



*"The Quality Line"*

A TYPE and SIZE for EVERY APPLICATION

SEE YOUR JOBBER OR WRITE FOR CATALOG

**TURNER Manufacturing Co.**  
KOKOMO, INDIANA, U.S.A.



## News Briefs

(Continued from page 61)

place the usual fall convention and will be held May 15-20.

The itinerary includes two days at sea enroute to Bermuda, two days in Bermuda and two days at sea returning. A full convention program will be made possible, but many of the business details that ordinarily would occupy the convention's time were taken care of at the Charleston meeting last month.

More than 500 members, their wives and friends are expected to make the cruise, President J. W. Pickens of Orangeburg reported.

### E. B. Ford Joins SAJ Ad Staff

ENFIELD B. "Flicky" Ford is now assistant business manager of SOUTHERN AUTOMOTIVE JOURNAL, succeeding J. P. Cason, resigned.

Formerly advertising manager for Akers Motor Lines, Inc., Atlanta, Ford is a graduate of Vanderbilt.

### S. C. Ford Men Convene

Approximately 40 persons attended the bi-monthly meeting of the Ford Dealers Service Managers Club of South Carolina at Hotel Columbia, Columbia, S. C., June 18. E. V. Berry of Walterboro Motor Sales is president. Principal speaker was William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

### Texas Group Elects Goad

T. L. Goad, Goad Motor Co. (Cadillac), has been elected president of the Franchised New Car Dealers of Corpus Christi, Texas, succeeding H. C. Gillespie, Jr. Roy Box, Kaiser, is vice-president and Jack Newman, Studebaker, is secretary-treasurer. Lewis Boggus, Ford, has been added to the board of directors.

### Pontiac Advances Hogan

G. B. Hogan has been appointed assistant sales promotion manager in charge of used-car merchandising for Pontiac Motor Division. He joined the division in 1945 as a district manager in the Dallas zone and was business manager for that zone from 1948 until 1950, when he was transferred to Denver.



**FIRST**  
**FACTORY APPROVED**  
**METHOD**

**OF REPAIRING**  
**TUBELESS TIRES**  
**ON THE WHEEL**

## BOWES **PLUG-IT** **Tirerepair Kit**

Yes, you can easily repair most punctures in the new tubeless tires *without even taking them off the wheel*. Simple to use. Just press gun nozzle down over the puncture and turn the handle. Puncture is filled with PLUG-IT gum rubber.

PLUG-IT Tirerepair system provides double protection from punctures. Stops air leak from the inside, protects cords from moisture and dirt from the outside. Used and approved for service by leading manufacturers of tubeless tires.

### Also An Indispensable Aid In Standard Tire Service



"Always fix the casing too, even nailholes!" . . . It's essential service to prevent blowouts and save tires, and also a fine way to make extra profits. PLUG-IT Tirerepair Kit enables you to handle those "minor" tire casing troubles—with minimum time and effort.

PLUG-IT method effectively seals nailholes on the tread and many other small breaks . . . also makes a good repair for loose cords inside casings. Easy to use, injects PLUG-IT gum rubber into the break under pressure for a quick, complete, repair. Drop us a line today—your Bowes Distributor will bring you full information without obligation.

**BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA**  
**BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA**



PRICED, MADE RIGHT...TO SELL ON SIGHT!

## NEW Autogram SIGNET KEY CHAINS

ON GENUINE LEATHER TABS  
FOR ALL POPULAR MAKE CARS

"Eye" and "buy" appeal makes these Signa-Craft Key Chains sail right off their display... and no wonder! Beautifully finished in 18 Kt. gold, brilliantly enameled in heraldic colors, these are truly luxury products, yet they are priced to promote greatest sales ever!

### CHECK THESE FEATURES:

Genuine top-grade cowhide tabs in suntan, red, blue and green...tooled in 18 Kt. gold.

18 Kt. gold-finish jeweler's deluxe chain and soft-lock key ring.

Beautifully enameled auto insignia, solid brass, 18 Kt. gold-finish.

### AVAILABLE FOR THE FOLLOWING CARS:

FORD	MERCURY
BUICK	HUDSON
PACKARD	DODGE
LINCOLN	OLDSMOBILE
CHEVROLET	CADILLAC
PONTIAC	CHRYSLER
DE SOTO	NASH
PLYMOUTH	STUDEBAKER



WINDOW DISPLAY

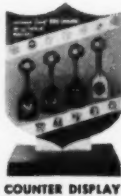
### MERCHANDISED FOR ACTION!

Your order comes in a 72—or 36 piece assortment of 16 popular car makes, mounted on a permanent, self-selling wire display.

The colorful window display comes with each assortment...brings traffic into your store.

### ORDER TODAY

from your distributor—or write direct to



COUNTER DISPLAY

**signa-craft inc.** 292 FIFTH AVE. NEW YORK 1, N. Y.

CHICKERING 4-1722

LARGEST MANUFACTURER OF AUTO-INSIGNIA KEY CHAINS

DO MORE BRAKE JOBS  
FASTER AND BETTER

## BENDIX\* *Factory-New* Lined Brake Shoes

- End exchange headaches
- Speed brake repairs
- Assure a known profit
- Protect your reputation for quality

\*REG. U.S. PAT. OFF.

BUILT, BACKED AND PACKAGED  
BY THE MOST TRUSTED NAME  
IN BRAKING

Ask your jobber

BENDIX PRODUCTS DIVISION of  
SOUTH BEND, INDIANA



## Trouble-Free QUALITY Valve Refacer



If it's made by Lee  
it's a "Knock-Out"

MODEL K 403



SEE YOUR  
AUTHORIZED  
K. O. LEE  
DISTRIBUTOR  
OR WRITE  
FOR  
COMPLETE  
LITERATURE

**K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA**  
WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES  
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS  
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES



## Vehicle Mileage and Registrations Reach All-Time Record during '52

**M**OTOR vehicles registered in the United States in 1952 totaled 53,258,570, an increase of 2.6 per cent over 1951, according to the Bureau of Public Roads of the U. S. Department of Commerce.

The rate of increase, however, was considerably less than in any year since the close of World War II.

For the first time a state—California—passed the 5,000,000 mark in vehicle registrations. Florida and Alabama were among the four

states reporting the greatest percentage increase, while Texas was one of three states having a slight decrease. The registrations there dropped .1 per cent.

Automobiles registered in 1952 totaled 43,810,531, a 2.6 per cent increase over 1951. Trucks reached a total of 9,207,897, a 2.3 per cent increase, and buses totaled 240,142, a 4.2 per cent increase over the previous year.

Motor-vehicle travel on roads and streets in 1952 reached an all-time high of nearly 517 billion vehicle-miles, a gain of 5.4 per cent over 1951. Travel was 55 per cent greater than in 1941, as compared with a gain of 53 per cent in vehicle registrations.

Registrations of motor vehicles by states were:

	1952	1951	% Change
Ala.	777,285	730,104	6.5
Ariz.	330,054	293,833	12.3
Ark.	505,281	499,642	1.1
Calif.	5,154,326	4,926,543	4.6
Colo.	621,627	599,613	3.7
Conn.	789,483	764,241	3.3
Del.	122,232	116,750	4.7
Fla.	1,178,682	1,096,065	7.5
Ga.	1,021,722	969,167	5.4
Idaho	290,529	281,372	3.3
Ill.	2,841,125	2,789,546	1.8
Ind.	1,529,876	1,513,025	1.1
Iowa	1,090,358	1,100,191	-0.9
Kan.	921,476	893,932	3.1
Ky.	855,929	820,339	4.3
La.	755,590	735,997	2.7
Me.	287,525	280,141	2.6
Md.	779,545	736,827	5.8
Mass.	1,376,058	1,346,520	2.2
Mich.	2,566,628	2,555,257	0.4
Minn.	1,217,201	1,217,450	—
Miss.	524,062	510,286	2.7
Mo.	1,332,747	1,320,113	1.0
Mont.	282,578	277,031	2.0
Neb.	619,693	608,484	1.8
Nev.	94,178	86,062	9.4
N. H.	181,497	180,162	0.7
N. J.	1,746,068	1,685,304	3.6
N. M.	271,848	258,838	5.0
N. Y.	3,980,527	3,931,559	1.2
N. C.	1,171,015	1,129,454	3.7
N. D.	285,128	283,809	0.5
Ohio	3,021,633	2,940,388	2.8
Okla.	891,473	865,530	3.0
Ore.	711,982	691,397	3.0
Pa.	3,266,830	3,189,198	2.4
R. I.	270,983	261,024	3.8
S. C.	686,270	648,297	5.9
S. D.	299,909	298,412	0.5
Tenn.	933,900	905,298	3.2
Texas	3,155,337	3,157,009	-0.1
Utah	273,313	264,711	3.2
Vt.	125,875	123,988	1.5
Va.	1,034,011	984,276	5.1
Wash.	988,849	969,783	2.0
W. Va.	497,313	490,211	1.4
Wisc.	1,249,265	1,246,136	0.3
Wyo.	156,097	149,334	4.5
D. C.	193,657	191,316	1.2

53,258,570 51,913,965 2.6

### Darden Elected in N. C.

W. M. Darden, Walker-Darden Motors, Plymouth, N. C., has been elected president of the Washington County Automobile Dealers Association. James L. Lee of Plymouth is vice-president and George T. Darden of Plymouth is secretary-treasurer.

### Warren Heads Texas Group

R. D. Warren, Chrysler-Plymouth dealer, has been elected president of the Lufkin (Texas) Automobile Dealers Association. Ralph New, Oldsmobile, is vice-president and Pete Sumners, Pontiac, was re-elected secretary-treasurer.



**CLEANS  
USED-CARS  
IN A  
JIFFY!**

A fast cutting liquid cleaner for quick removal of road film and oxidized finishes. Easy to apply . . . wipes off clean. It emulsifies dirt, producing a hard, dry, smooth surface. Non-injurious to lacquer or enamel. Year-round demand means steady profits for you!

**PARK CHEMICAL COMPANY**  
8074 Military Ave., Detroit 4, Mich.



**The sensational new device that will revolutionize driving habits!**

ECON-O-LITE is a precision-built vacuum switch with a red dashboard light. When engine vacuum drops below minimum efficiency range, red light flashes—indicating power loss and waste of gas from too fast acceleration or lugging the engine. Raising foot lightly restores power. Red flash can be seen without taking eyes from road.

ECON-O-LITE FITS ANY CAR, automatic or manual transmission. By observing light, driver improves driving habits, with resulting savings in gasoline and improved engine performance.

**ECON-O-LITE**  
is easily and  
inexpensively  
installed



**Thexton MFG. CO.**  
Minneapolis, Minn.

**ASK YOUR JOBBER**

## Good Business for Remainder of '53 Predicted by GM's Curtice in Texas

Good business in the automotive industry for the remainder of 1953, as he predicted last January, is still assured for the country as a whole and the South and Southwest in particular, President Harlow H. Curtice of General Motors said in Dallas, Texas, on the occasion of his presence for opening

of a nine-day run by the GM Motorama.

Pointing out that Texas has led the country in new-truck sales since 1947 and that the state's estimated rate of population growth has been "about double that of the rest of the country," Curtice expressed confidence the nation is

in the midst of a tremendous upswing in technological progress, with many great developments on the way.

"This is one reason why we in General Motors are optimistic for our country as we look ahead," he added. "We are optimistic, too, because certain fundamental economic factors appear to be favorable. The picture on population growth, employment, number of families and consumer income for the country as a whole is encouraging. The level of home building, business investment and government outlays remain high.

"Four months ago in New York City, at a time when many business leaders and economists were expressing concern for the future, I placed myself publicly on record as indicating confidence in the business outlook for 1953. Reviewing the picture today, I am reinforced in my conviction that we can look forward to good business throughout the year 1953. And I note, too, that many others have now come around to this same point of view.

### Unit Sales Run High

"We believe that 1953 will be one of our best production and sales years. Results for our first quarter established new records for total dollar sales and employment. Our factory sales of passenger cars in the United States during the first quarter were 67 per cent above those for the same period of 1952. Our factory sales of trucks in this country were 40 per cent above the first quarter of 1952. Car and truck unit sales in the first quarter of 1953 were the highest since 1950.

"Not only will 1953 be one of the best years in General Motors from the standpoint of physical volume, as measured in automotive units, but it will be our biggest year dollar-wise. Last January, I forecast a total sales volume for 1953 of \$9 billion—with about 20 per cent representing defense products. Based on our first-quarter performance and the present outlook for the remainder of the year, I am confident we will be able to make good on this forecast."

President Curtice said Buick, Oldsmobile and Pontiac would get full production use of the plant now being built at Arlington, Texas, near Dallas, sooner than expected, since the Navy cancelled a plane contract. It may be at Arlington, at least in the Dallas-



Just think of the responsibility you take, mister, when you use a bolt on a customer's car. His safety, and that of his wife and kids, may depend upon that bolt holding up.

Or, at the very least, the goodwill of a customer is at stake. And that's mighty important, too.

Holding jobs such as this call for Lamson & Sessions "1035" Cap Screws—the double heat-treated high-tensile Cap Screws that are standard original equipment on most cars.

Lamson Cap Screws are your guarantee that threads won't strip, that shanks are straight and that the finished job will reflect the high calibre of your workmanship.

Always ask your jobber for Lamson Fasteners—and be sure.

**The LAMSON & SESSIONS Co.**  
 1971 West 85th Street • Cleveland, Ohio  
 Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

CAP SCREWS

HILLED STUDS

WHEEL BOLTS

SEMI-FINISHED NUTS

TAPPING SCREWS

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF AUTOMOTIVE FASTENERS

Fort Worth area, that General Motors will establish one of 35 training centers for mechanics and other dealer personnel.

Although the Motorama seen in Dallas was basically that which was first introduced in the New York Waldorf-Astoria in January, it was many times expanded in Dallas with 84,000 square feet of exhibition space, compared with the 26,000 square feet in New York. Approximately 250,000 from the Dallas area viewed the display.

### Gas and Accessories Are Good Business

**O**WNERS of dealerships and garages may sometimes wonder if the sale of gas, tires, batteries and accessories is worth the trouble.

They may be trouble, but they are among the safest and most profitable retail businesses in the country, the National Automobile Dealers Association pointed out last month.

According to Dun and Bradstreet, NADA reported, the rate of failure last year of tire, battery and accessory stores and gas stations was among the lowest of any type of retail business in the country. Only ten out of every 10,000 automotive parts and accessories stores failed and only five out of every 10,000 gas stations had to close.

The failure rate per 10,000 for other retail businesses include: bakeries, 50; sporting goods stores, 57; camera stores, 40, and women's ready-to-wear, 60.

Typical annual sales volume for a TBA store was \$65,000. Typical gas station sales last year were \$34,500.

### Southerners Get Degrees

Two Southerners were among the students receiving Master of Automotive Engineering degrees at the 21st graduation exercises of the Chrysler Institute of Engineering in Detroit. They are Earle H. Stepp, Headrick, Okla., and Ivan R. Johnson, Wichita, Kan.

### Robertson Heads Dealers

Charles Robertson of Amarillo Motor Co. has been elected president of the Amarillo (Texas) Automotive Dealers Association, succeeding Bob Rogers. John McKoen is vice-president and Kenneth Aylsworth is secretary-treasurer.

# PERFECT WHEEL WEIGHTS FIT & STAY PUT



## The Double 3-Point Suspension does it!

PERFECT Wheel Weights are made with a larger radius than the rim, so that when applied they create constant pressure at points 1-2 and 3 (shown above in top photo). Bearing points to prevent "rocking" are also formed at points 1a-2a and 3a (shown in small illustration).

Such a DOUBLE 3 point suspension principle prevents slipping—"rocking" and loss of weights. PERFECT'S "stay put"—they give SATISFACTION. That's why they're the world's largest selling wheel weights.

This principle applies to both the "C" and "U" type Perfect Weights.



"U" Type

Fits all passenger cars made before 1949 which had either E or F type rims. Still gives satisfaction on most cars manufactured up to present time. Made in the following sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3- 3 1/2- 4- 4 1/2- 5- 5 1/2- 6-ounce.



"Special" Type

Made for all late model Cadillacs equipped with large chrome hub caps covering the entire wheel. Made in the following sizes: 1/2- 1- 1 1/2- 2- 2 1/2- 3-ounce.

**PERFECT EQUIPMENT CORP.**  
 804 W. Morgan St.      KOKOMO, IND.      P. O. Box 706  
 Manufacturers of Passenger and Truck Wheel Weights — Coil Spacer Kings — Laster Shims.



**'COP-SIL-LOY has  
boosted our profits!'**

— Community Brake Shop

## **COP-SIL-LOY<sup>®</sup>** BRAKE COMPOUND

COP-SIL-LOY helps you keep a steady flow of work in your shop. It takes only an hour to apply. It fills in between bigger jobs and keeps your men busy. Every COP-SIL-LOY application is a long-profit job whether applied to new or old linings.

COP-SIL-LOY builds business for you by making satisfied customers. It's a tie-in sale with new brake jobs. It's easy to sell extra items along with COP-SIL-LOY.

*Write at once for complete information  
about COP-SIL-LOY and how it will help  
you build traffic, sales and profits.*



### **You Can Qualify as a COP-SIL-LOY Dealer If**

**Your Personnel, Service and Reputation are good!**

COP-SIL-LOY is an alloy of copper and lead. Applied to brake linings it stops fading, makes the brakes water-proof. COP-SIL-LOY makes all brakes twice as good. These claims have been proved by torture tests on the highway, the speedway, and by independent laboratory research. When you sell COP-SIL-LOY you sell real customer satisfaction, with money-back guarantee!

### **"53% Increase in 3 Months"**

says Community Brake Shop, Westwood, Calif. Similar reports stream in from all over the U.S. You can do the same in your city with COP-SIL-LOY. Some distributorships also available. *Write today for details!*

## **COP-SIL-LOY<sup>®</sup>**

1595 Cross Roads of the World  
Hollywood 20, Calif. • HO 5-7135

COP-SIL-LOY Eastern, Inc.,  
630 5th Ave., New York 20

COP-SIL-LOY of Michigan, Inc.,  
1011 Franklin St., Detroit 7

**Nobody throws away a  
pair of shoes when the  
shoe laces break....**

*no need, either, to  
junk those faulty  
tail pipes! Repair them easily with*

## **Quaker Supreme-TAIL PIPE REPAIR KIT!**



**4 numbers give  
100% coverage!  
No inventory problems**

Install it in 5 MINUTES! Remove rotted tail pipe end with hack saw. Slip TAIL PIPE REPAIR KIT over old tail pipe; move back until the rear is even with bumper, tighten repair kit clamp and refasten tail pipe hanger. It's the hottest PROFIT MAKER in the industry! Packaged individually boxed or in assortments.

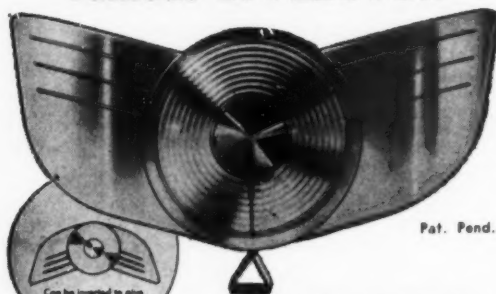
SOUTHEAST REP.: L. M. HIRSH CO. ★ SOUTHWEST REP.: HIRSH-FRAZIER CO.

**Quaker Supreme Chemical Corp.**  
MONTGOMERY • ALABAMA

**Millions will be sold in '53!**



## **ROYAL CORONET** famous BI-FLECTOR



Pat. Pend.

**with DISTINCTIVE  
CHROME DISC and ADJUSTABLE CLAMP**

A "natural" for impulse selling... has loads of eye-catching beauty! Sets up protective screen of air currents that carry Bugs, Dust and Snow away from windshield.

Of transparent plastic in newest fluorescent colors—red, blue, green, amber and clear crystal.

**GET IN ON THIS "SURE WINNER" . . . TODAY!**



**SINKO MFG. & TOOL CO.**  
3135 WEST GRAND AVE. • CHICAGO 22, ILLINOIS



## Ford's New Dallas Sign Is True Texas Style

**A**N ANIMATED neon sign with letters 18 feet high has been erected to tell folks in the Dallas area that Fords are "Built in Texas" and "Built for Texas."

Said to be the largest sign of its type in the Southwest, the "spectacular" is 33 feet high, 62 feet wide and uses enough current to



supply an average city block for a day. It has been placed on the roof of the Sexton Building by the Dallas district Ford dealer advertising group.

The sign has block letters, letters that give a "rippling" effect and three speedotrons—similar to giant photo-flash bulbs—to give powerful bursts of light lasting only 1/1000 second. It is powered by 65 transformers and uses 2½ miles of cable.

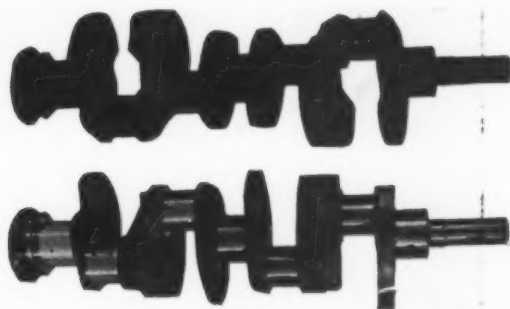
### Harvey Named at Vernon

O. E. Harvey, Chevrolet-Oldsmobile, has been elected president of the Vernon (Texas) Automobile Dealers Association, succeeding Charles Vivian. Roy Iles, Chrysler-Plymouth, is vice-president and C. L. Streetman is secretary-treasurer.

### Texans Elect W. G. Harvey

W. G. Harvey, Harvey Motor Co., has been elected president of the Palestine (Texas) Automobile Dealers Association. Seymour S. Stafford is vice-president and Frank W. Moore is now secretary and treasurer of the association.

## Make Money on Worn Crankshafts



They come in like this  
(Top photo)

And go out like this  
(Bottom photo)

There is a good profit for jobbers and garages in "ARCWELL"® Rebuilt Crankshafts . . . and car owners appreciate the savings and service they get.

The "ARCWELL" process rebuilds crankshafts so that they are actually better than new. Journal surfaces are harder, and the added metal is guaranteed never to flake, loosen, or part from the parent metal.

**SERVICE** We ship rebuilt crankshafts . . . clean, treated with rust preventive, and substantially boxed . . . within four days after receipt. Rush orders in 24 hours.

**GARAGES** Write for information and the name of your nearest jobber.

**JOBBER** Write for the "ARCWELL" plan. We have many inquiries from garages in territories which are still open.

## Standard Crankshaft & Hydraulic Co., Inc.

2917 Rozell's Ferry Rd., Charlotte, N. C.

Phone: 6-2374-5-3469

®Trade Name

## ACE MOLDED TIRE REPAIR PATCHES

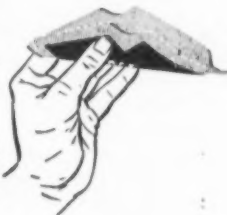
(Self-Vulcanizing)

Make This Simple Easy Test for Yourself to Prove the Unsurpassed Flexibility of the Ace Tire Repair Patch:



- Repair unit built from new high-grade rubber.
- High tensile cord fabric used.
- Patch cured and processed at one time.
- Patch facing integral part of patch.
- Separation of patch from facing impossible.
- Patch has cured feathered edge.
- Patch light-weight, strong and flexible.

1. Remove Holland Cloth—coat tacky side with talc or dust.
2. Grasp the patch between thumb and forefinger, and fold the patch over double (like illustration).



3. Let go of the patch with thumb and forefinger simultaneously and watch the patch snap back into its original flat shape.

Cord plys laid in at the same angle as plys in the tire. Flexes with tire giving it longer life.

Little effect on Tire Balance and will not cause pounding or shimming.

The ACE line is complete!

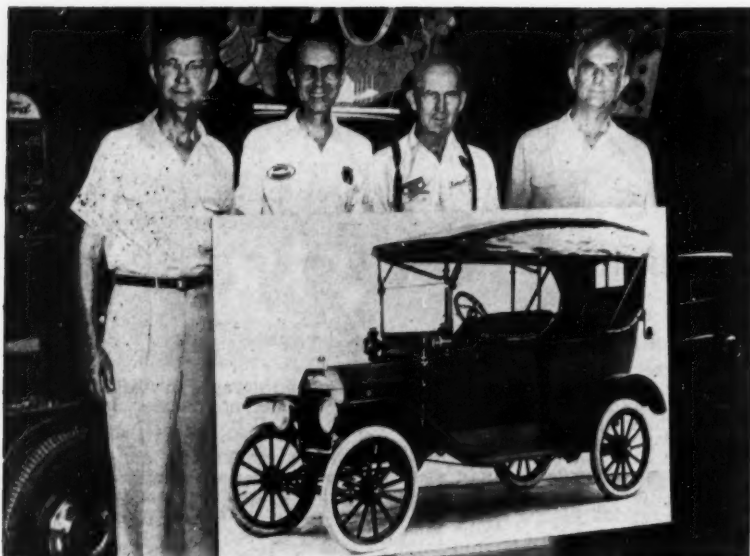
Catalog—Prices—Sample on Request—

Write—

**ACE RUBBER COMPANY**  
**DALLAS • TEXAS**

### SALES REPRESENTATIVES:

Rudy Copeland, Jr. . . . . P. O. Box 2140, Fort Worth, Texas.  
Barron Cranford & Company, 789 Euclid Circle, Mountain Brook, Ala.  
Max Yaras . . . . . 2911 Central Ave., Tampa, Florida.  
J. R. Tate . . . . . 3613 Wilbur Place, Nashville, Tenn.  
Bowling & Powell . . . . . P. O. Box 67, No. Side Branch, Atlanta, Ga.  
Jim C. Peera . . . . . 284 Constitution Ave., Washington 1, D. C.



If you want information on older Ford cars, like the 1915 model shown here, these four members of Clarence G. Carney, Inc., Ford dealership at Clarksville, Tenn., could probably help you out. Together they represent almost 150 years of automotive experience. They are (l. to r.): Buist Foust, sales manager, a Ford man for 33 years; Bill Titus, parts manager, with 35 years in Ford parts; R. W. Hutchinson, who has serviced cars for 36 years, and Clarence G. Carney, a Ford dealer for 41 years, who started selling Fords when he was 19 and hasn't stopped.

## Dealers Are Geared to Big Volume, NADA Study on Profit-Loss Shows

**D**EALERSHIPS are geared to big volume because of the present high cost of doing business, it was emphasized by the quarterly survey of profit and loss conducted by the National Automobile Dealers Association for the first three months of 1953.

With credit and production controls removed, the average profit margin for dealers was widened to 4.4 per cent, compared with 2.5 per cent for the first quarter of 1952.

Gross in dollars was up nearly 50 per cent over the first quarter of last year and expenses in dollars were about 30 per cent higher than for the comparable period of 1952. Both selling and operating expenses increased.

Although gross revenue from service operations, including parts and labor, was up 15.9 per cent over the first quarter of 1952, it was not enough to overtake the increase in operating expense.

The service-absorption average, which had been pretty well anchored during all of last year at a point slightly above 60 per cent, dropped to a post-war low of 53.9 per cent during the first three

months of 1953.

New-unit sales, including cars and trucks, were up 61.4 per cent over the first quarter of 1952. Used-car sales were up 33.7 per cent, but used-car gross profit was down 46 per cent.

Comparison of operations the first quarter of this year with the first quarter of 1952 are not too realistic because of the change

### Vicksburg Association Sponsors Ball Teams

The Vicksburg (Miss.) Automobile Dealers Association will sponsor the American Legion Junior Baseball program this summer in Vicksburg and Warren County.

The league is composed of four teams of boys under 17 years of age. A team will be picked from the four teams to represent the city in games with other American Legion Junior clubs.

from controlled production and credit, NADA pointed out, but such comparisons do point up the importance of both high volume and a relatively high profit margin under today's high cost of doing business.

### 50-Year Couples Join In Ford Celebration

"Golden anniversary" couples in the Chattanooga, Tenn., area had a special place in the celebration of Ford Motor Co.'s 50th anniversary at Furlow-Cate, Inc., Ford dealership in that city.

Couples attending the open house who had been married 50 years or more were presented with an orchid.

### High '53 Parts Volume Predicted by Shank

**S**ALES volume of service parts in 1953 will be about par with the 1952 figure, which showed a slight increase over the three previous years, J. A. Shank, manager of the Parts and Service Division of The Electric Auto-Lite Co., predicted last month.

No shortages are anticipated and present prices should continue through the year, he said.

The introduction of more complex engines and the higher initial cost of vehicles has resulted in greater popularity of engine tune-ups and preventive maintenance, which in turn has increased parts sales, he pointed out.

### Ford Advances Virginian

Ronald L. Phillips, formerly assistant sales manager of the Virginia sales district of Ford Division, has been advanced to district sales manager. He succeeds Emerson Planck, who has been named manager of the division sales office in Washington. Joseph W. Sognier, formerly manager of the Southeast regional car sales department, has succeeded Phillips as assistant manager.

### Fleet Zerex Is Available

Du Pont's Zerex premium-type anti-freeze is now available to fleet operators in 54-gallon drums for added convenience.

## Revised Inspection Plan for Texas Is Expected to Begin in September

**R**IGID enforcement of a revised Texas motor-vehicle inspection law is expected to follow introduction of this new measure to the motoring public, probably during September, by the reopening of several thousand inspection stations to be authorized by the state.

Col. Homer Garrison and the Department of Public Safety had not specified the date at press time, nor the deadline by which more than 3,500,000 motor vehicles in Texas must pass inspection. But the act was to take effect 90 days after signature by Governor Allan Shivers, and this was affixed early in June.

The new law calls for inspection of front and rear lights, brakes, horns, warning devices and mirrors. The section requiring inspection of steering mechanisms has been removed and the law no longer makes reference to exhaust systems, two changes strongly opposed by many proponents of safety inspections.

The new law does away with one feature which was attacked from all sources, for now it will not be necessary for a vehicle to pass inspection before it can be registered. The law includes these other provisions:

### Inspection to Be Yearly

The Department of Public Safety will specify the inspection period and there will be one inspection each year.

City police, in addition to the highway patrol and deputy sheriffs, will be obligated to join in enforcement. Formerly they were not specifically required to do so.

Inspection stations are to pay for windshield stickers, which are affixed when a vehicle meets all requirements, when such stickers are delivered to the station.

The Department of Public Safety, as under the previous law, gets 25 cents from each \$1 inspection fee and the department is authorized to use its share of the fee for the addition of highway patrolmen.

Motor vehicles licensed as farm trucks are exempt, provided such vehicles are factory models of 1935 or earlier and provided such vehicles are not driven on a state or federal highway.

Regardless of the loss of some "teeth," the Texas inspection law seems to have retained two of its most effective provisions, according to a survey by the Texas Highway Safety Council following the first annual inspection last year.

This survey, made among 2,500 privately-owned inspection sta-

tions, showed that faulty headlights and brakes were primary causes for rejection of vehicles. Some inspection stations reported that faulty headlights, including even late-model cars, were responsible for 90 per cent of rejections.

The survey revealed that 52 per cent of all vehicles required adjustments or repairs before they could pass the streamlined inspections of last year. The same survey showed that the average repair bill amounted to \$4.24, most of this for adjustment of headlights and re-

**YOU'LL MAKE  
MORE PROFITS  
WITH THE  
ENTIRE LINE  
OF FAMOUS  
MONKEY GRIP  
PRODUCTS**

**MONKEY GRIP SALES CO.**  
5320 HARRY HINES BLVD. • DALLAS, TEXAS



# Insist on VELLUMOID!

**There Is No Substitute**  
Vellumoid has been the standard seal for all oil, water and gasoline connections for nearly half a century. It pays to use the best . . . VELLUMOID.

**Southeastern Representatives**  
Lawrence M. Hirsig Co., Jacksonville 2, Florida



## ACCURATE WHEEL WEIGHT

THE BEST in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

**NO SLIP—NO FLEX**—After a few jars and scrapes against curbs ordinary wheel weights flex and slip on the rim . . . not with ACCURATE. Accurate weights are specially designed to eliminate this by a special setting of the clip.

**GET THE FACTS** about the ACCURATE line which also includes castor shims, flat spacer rings and the new contour spacer rings for coil spring knee action.

**SOLD ONLY THRU JOBBERS**

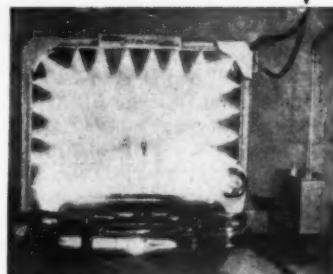
**ACCURATE WEIGHT MANUFACTURING COMPANY**  
P. O. Box 1043 AMERICUS, GA.

## NEVER BEFORE AUTO WASHING

so simple  
so dependable  
so profitable

### NEW Jetomatic Model 45

- ★ So easy to operate (automatic)
- ★ So easy to install (no special bay)
- ★ So easy to own and profit with
- ★ So thorough in its cleaning



WRITE FOR FOLDER 45SAJ  
**JETOMATIC, Inc.**  
Wakelee & Hallisaj Ansonia, Conn.

**BRIGHT!  
RIGHT!**

## Auto-Test POWER TIMING LIGHT

**The Brightest Source of  
Timing Light Ever Produced**

- Replaceable STROBOSCOPIC Bulb
- Unbreakable Case

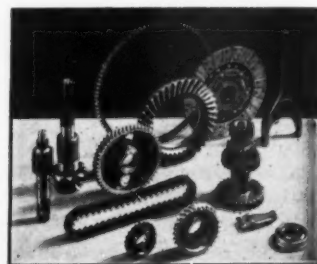
**WRITE FOR DETAILS TODAY!**

**Auto-Test**  
INCORPORATED

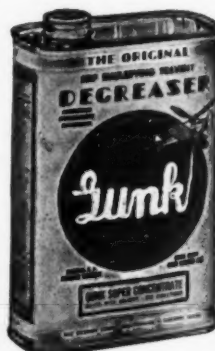
600 S. Michigan Ave.  
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**PERFECTION  
PARTS**  
are  
Certified to excel



**PERFECTION GEAR CO.**  
HARVEY, ILLINOIS



## ENGINE SHAMPOO \$1.00 Size Concentrate MAKES 2 GALLONS

**GUNK SUPER CONCENTRATE** DILUTES with low-cost kerosene or fuel oil distillate and cleans engine blocks faster and more completely than steam cleaning. In quart and larger sizes at wholesale automotive jobbers throughout country. Extra strength, ready-to-use Gunk in pint containers is available from any of the Harley-Davidson motorcycle dealers everywhere.





placement of brake fluid. The average was about the same for old and new cars.

Throughout the controversy over the inspection law, Garrison and his associates stood their ground in their support of such a law, maintaining that uniform inspection would check the in-

creasing Texas highway mortality rate.

Even with the difficulties of setting up the first inspection for such a large number of vehicles, Garrison reported last October that "there has been the greatest mass compliance with legislation that I have ever witnessed." The department's stand, along with the public conception of good in the law, is believed to have figured prominently in the legislative victory for continued inspections, in spite of strong opposition from some groups.

#### Floridians Elect Cochrane

Ed H. Cochrane, Cochrane Buick Co., has been elected president of the Automobile Dealers Association of West Palm Beach, Fla. Sam O. Smith, Dodge-Plymouth, is vice-president and Fred O. Dickinson, Jr., is executive secretary and treasurer.

#### Dodge Has Memphis Driveaway

More than 150 Dodge trucks were driven away from Memphis, Tenn., last month in one of the largest truck driveaways ever staged in the South. Dealers in Tennessee, Louisiana, Mississippi and Arkansas participated in the driveaway.



### BUG-GO INSECT STAIN REMOVER

BUG-GO is a dependable liquid for removing insect stains from glass, chrome and painted surfaces. Does the job quickly and easily. BUG-GO will not harm the finish and is non-irritating to hands. Order your summer supply today.

#### TWIN-T LABORATORIES

Manufacturers  
GREENVILLE, S. C.

### SPEED SPORT EQUIPMENT

Jobbers! Here is Your  
NEW BIG PROFIT LINE!



★ HI-COMPRESSION HEADS  
★ DUAL INTAKE MANIFOLD  
ALUMINUM VALVE COVERS, AIR  
CLEANERS, etc. and other Hi Performance  
Equipment.

Represented in the Southeast by

**WARREN KATZ**  
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Represented in Texas, Oklahoma and Arkansas  
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**BRADLEY WAYNE**  
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Write us for Complete Information  
**SPEED SPORT EQUIPMENT**  
4846 Milwaukee Ave., Chicago 30, Ill.

### CRUSADE FOR PEACE

Korean Conflict began, JUNE 25, 1950  
U. S. CASUALTIES 135,362

Help put a permanent end to this unnecessary maiming and killing of our youth.

Let's strive for Prosperity Thru Peace.

Write the President, and your Congressman,  
Now!

JOIN WITH US IN A "CRUSADE FOR PEACE".

**KWIK-EZEE Inc.** 57 W. 40th STREET  
NEW YORK 23, N. Y.

Mix of Precision Wheel Aligning Products  
ALL UNCONDITIONALLY GUARANTEED

## No Other Parts Cleaner Has All These Features!



✓ SAFE ON HANDS

✓ FAST-ACTING

✓ NO UNPLEASANT ODOR

✓ SAFE ON ALL METALS  
(including aluminum and magnesium)

✓ LESS EXPENSIVE

# Petisol 202

Carburetor and Metal Cleaner

Manufactured by the makers of world-famous  
**SILCOO PRODUCTS**

**PETROLEUM SOLVENTS CORPORATION**  
331 Madison Avenue • New York 17,

In Canada — 2491 St. Patrick St. — Montreal

## Davis and Columbus Merge in N. C.

**D**AVIS Auto Supply, Whiteville, N. C., has merged with Columbus Motor Co. of that city, founded in 1919 as one of the pioneer wholesalers in the area.

Eugene F. Davis is general manager of the joint firms.

## Riddle Dies in Alabama

Harry C. Riddle, vice-president of Universal C.I.T. Credit Corp.,

died recently at Birmingham, Ala. A native of Lynchburg, Tenn., Riddle had been with the firm for 25 years and had been manager of the Birmingham branch for a number of years.

## Permite Names Kennedy

Scott M. Kennedy has been appointed director of sales of the Permite automotive service division of Aluminum Industries, Inc. He succeeds James J. Boyle, who resigned to become general sales

manager of the automotive replacement parts division of Zollner Machine Works.

## Horton Travels Southeast

William J. Horton has been appointed representative for the Marshall-Eclipse Division of Bendix Aviation Corp. in Florida, Georgia, Alabama and eastern Tennessee. Horton, who formerly was with Monroe Manufacturing Co., will travel this territory from headquarters at Atlanta.

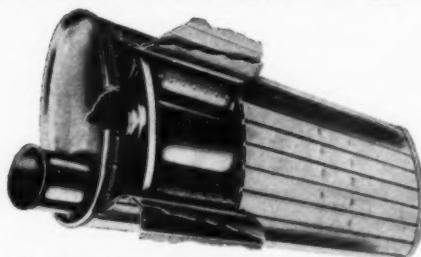
## 'MERIT' MUFFLERS AND EXHAUST SYSTEM PARTS

★ WITH CUSHION-AIRE SOUND KILLING CHAMBERS  
**The Complete Top Quality Line**  
Available Through Top Quality Jobbers



WRITE OR PHONE

- EXCLUSIVE FRANCHISE
- REDISTRIBUTION PROGRAM
- NATIONALLY ADVERTISED
- SOUTHEAST WAREHOUSE



**WARREN KATZ & ASSOC.**

1728 Johnson Road N.E. Atlanta 6, Ga.  
VERnon 5398 or ATwood 1412

**Aeroil Auto-Steam**

**Faster Steam Cleaning**

**Bigger Profits**



Faster Steam Cleaning means extra profits in your pocket! In only 15 minutes Aeroil Auto Steam cleans a motor and puts \$3.00 clear profit in the till. Mail the coupon and you'll receive free full information on the sweetest extra profit maker in the automotive service field. Don't miss the big summer season. Start Auto Steam cleaning NOW!

Aeroil Products Co., Inc.  
22 Wesley Street  
South Hackensack, N. J.

Please Rush complete information on  
**EXTRA-PROFIT Aeroil Auto-Steam Cleaning.**

Name .....

Address .....

City ..... State .....

## FACTS!

1. Over 300 advertisers are placing their announcement before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 30,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

**Southern Automotive Journal**

Atlanta, Georgia



The **NEW SIOUX**  
**HEAVY DUTY**  
**ELECTRIC DRILLS**

STREAMLINED WITH A PURPOSE. They're re-designed — shorter, more compact — for greater efficiency, better balance, easier handling and greater convenience in close quarters. All the tried and proven SIOUX developments that have made them outstanding for their endurance, have been retained. SIOUX Heavy Duty Drills include sizes and capacities to meet all needs. For the most efficient and economical method of handling any drill job, you need SIOUX Drills.

Sold only thru Authorized Sioux Distributors

**ALBERTSON & CO., Inc.**

Sioux City, Iowa, U.S.A.



**STANDARD THE WORLD OVER**

Mayor Howard Buchanan of South Daytona, Fla., turns over a shovel of dirt at the ground-breaking ceremonies for the Museum of Speed. Next to him is William R. Tuthill, one of the directors. Official opening of the racing shrine is tentatively scheduled for November. The museum will house the late Sir Malcolm Campbell's record-breaking Bluebird racing car, other cars, motorcycles, planes and speedboats, as well as a library on racing history.



## Southerners Win Awards In Highway Contest

SEVERAL Southerners received substantial national and regional awards in General Motors' Better Highway Awards contest.

With the first prize of \$25,000 going to Robert Moses of New York City, the \$10,000 second prize was given Brig. Gen. Lacey V. Murrow, Washington, D. C., formerly at Fort Benning, Ga.

Claude A. Rothrock, chief of the planning division of the State Road Commission of West Virginia, received the third national award of \$5,000.

Receipients of \$2,500 regional awards included: Lewis W. Waters, Jr., Asheville, N. C., South Atlantic region; Ned Williams, Oxford, Miss., East South Central region, and Walter L. Pope, Little Rock, Ark., West South Central region.

Approximately 44,000 essays were submitted from throughout the nation.

## Mitchell Heads Dealers

Howard W. Mitchell, Mitchell Motors, Inc. (Oldsmobile-Cadillac), has been elected president of the Franchised Automobile Dealers Association of Pensacola, Fla. William Dunning, Ford, is vice-president and Robert Brockett, Hudson, is secretary-treasurer. Directors include Marion Pepper, Nash, and Richard Turner, Chevrolet.

## Chrysler Rearranges Zones

Chrysler Division has divided its sales territories in this country into eastern, central and western zones. John T. Condon and John H. Howard, who were appointed earlier this year, will head the eastern and central zones, respectively. Walker Way has been named to head the western zone.

# USEUM of SPEED

New Home of the Sir Malcolm Campbell  
**FABULOUS BLUEBIRD** FAMOUS RACING CARS  
FAMOUS RACING CARS - BOATS - AIRPLANES - CYCLES

---

## GUARANTEED MONEY MAKER



"Try this machine in your shop for 30 days using my merchandising plan . . . if it doesn't grind as fast and accurately as we say and if you don't make money, return it and I'll refund your money and pay the freight both ways." *Pete Peterson*

OVER 2000 MACHINES SOLD ON THIS BASIS

**8 OUT OF 10**  
USERS SAY..

**"IT'S THE MOST PROFITABLE MACHINE IN MY SHOP"**



WITH AN UNTRAINED OPERATOR YOU CAN  
**MAKE \$18.00 AN HOUR!**

**THE NEW MODEL 50 PETERSON SURFACE GRINDER**  
• Engine rebuilders have re-ground more than 50,000 heads with no bearing trouble or time lost for adjustment because of Peterson's . . .

EXCLUSIVE, PATENTED  
**"VIBRA MOTIVE" MOTOR MOUNTING**

It eliminates chatter and protects motor bearings. The whole unit is cushioned when grinding heavy blocks.

**LARGE INDUSTRIAL FACTORIES** say accuracy is much better with the Peterson Surface Grinder than large milling machines formerly used. There is no distortion due to clamping.

Use larger Model 72 (72" table top) for work on industrial engines and extra heavy castings.

**15 YEARS OF STEADY IMPROVEMENT MAKE THIS GRINDER ONE TO BE COPIED...BUT NOT EQUALLED!**

For Complete Information  
Write, Wire, or Phone TODAY!

**PETERSON WELDING LABS., INC.**

**CHECK THESE FEATURES**

- ✓ DOUBLE DUST COLLECTOR with "Cyclone" suction plus triple fibre glass filter unit.
- ✓ FAST, ACCURATE grinding with level stone.
- ✓ TIP-TOE ADJUSTMENT
- ✓ NO SET-UP needed.
- ✓ ANY MAN can operate.



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## Let the Sparton Tornado clear your way to sales



Model 250  
(Dual Mounting)

## The famous Sparton Tornado

Cash in on one of the most popular horns ever produced. Here's the twin-trumpet, electric air horn that's perfect for cars, trucks, buses, boats. Sturdy, graceful design of chrome-plated brass. Has stainless steel diaphragm. It's all-electric, so there's no installation problem. No bulky tanks, pipes or compressor to fit; no motor "tapping" to be done. Just connect to electric system. No maintenance problem. Simple and dependable, with a voice that can't be ignored. Also available in single mounting (Model 260). Write for Catalog Sheet No. A29-1A.

## Profit by this new lamp design



1 **Safeguards bulb**—Exclusive Sparton 45° mounting cuts shock and vibration. Prolongs bulb life.

2 **Cuts socket corrosion**—Dust, grime, moisture collect at base, cannot corrode offset socket.

3 **Allows perpendicular mounting**—Offset base permits perpendicular mounting on any surface.

**Result:** Directional signal lamps that hold up under any driving conditions. Ideal for cars or trucks, for city or highway. Available in these Series 600 directional signal lamps. Send for Catalog Sheet No. V9E-3A.



Model 664-S:  
Semi-flush mount.  
Red (664) or amber  
(665) lenses



Model 650:  
Two-face, hollow-stud  
mount. Red and  
amber lenses



Model 6106-06:  
Flush mount. Red  
(6105) or amber  
(6106) lenses



Model 661-2:  
Hollow-stud, pedestal  
mount. Red (651) or  
amber (652) lenses

MAKERS OF QUALITY  
AUTOMOTIVE EQUIPMENT  
SINCE 1900.

Buy U.S. Defense Bonds  
Today . . . For Your Future  
Security Tomorrow

**Sparton**  
AUTOMOTIVE

Division of  
THE SPARKS WITHINGTON  
COMPANY | JACKSON,  
MICHIGAN

*There are  
profits for you  
in these  
top automotive  
lines*



**LAWRENCE M. HIRSIG & Co.**  
AMERICAN NATIONAL BANK BLDG.,  
JACKSONVILLE 7, FLORIDA

**You can  
depend on the  
lines in this  
folder...**

**and on the men who carry it!**

They are Automotive lines that give you finest quality, greater value and quick turnover. They are produced by basic manufacturers and backed up by outstanding merchandising programs. The Hirsig Organization is made up of a total of 43 men and women trained and experienced in the automotive industry—prepared to render a complete automotive sales service in the South.

# Tough BUT OH SO Gentle

**TOUGH ON OIL-PUMPING • GENTLE ON CYLINDER WALLS**



**It's gentle** because Steel-Vent's two wall-contacting steel sections have rounded edges which provide hairline contact and reduce drag to a minimum.



**It's gentle** because the Steel-Vent spacer has extra wide vents that let oil flow through freely for extra cylinder wall lubrication.



**It's gentle** because Steel-Vent's flexible, low-tension inner-spring works only against the steel sections—holds them on the cylinder wall with soft pressure.



**Result: maximum life, minimum wear.** Count on Hastings for complete coverage—in regular and chrome sets, Motor Engineered for each make and type of engine, for each engine condition and operating need.

**HASTINGS**  
**STEEL-VENT PISTON RINGS**

*Regular or Chrome-Faced*

**FOR ALL PASSENGER CARS**  
Motor Engineered for Replacement Service  
in Cars, Trucks, Buses and Tractors

another exclusive important way you profit All-Ways with Ramco!

# RAMCO No Gap Spiro-Seal

*Gives you this Exclusive **PROFIT INSURANCE***

QUICKEST SEATING... every time. Seating you can depend on like an insurance policy to safeguard your ring profits! You get this worry-free seating with Ramco because Ramco 10-UP Rings are engineered to seat quickly without the use of inner-ring pressure on steel or chrome!

That's important. It means you get quick seating and at the same time longer ring life... less engine drag... more horsepower. All are made possible by Ramco's patented 15 year proven *Double-Life Principle*. Ask your Ramco Jobber or write Ramsey Corporation, St. Louis 8, Mo.



## QUICKEST SEATING Every Time!

ONLY RAMCO makes this  
QUICK-SEATING ACTION possible

1 RELIES ON CAST-IRON  
CONTACT during  
seat-in period. NOT  
STEEL or CHROME!

2 THE STEEL OR CHROME RING  
RIDES FREE of inner-ring contact  
during entire seat-in period.

### RAMCO Piston Rings

for Chrome call for

**Ramcrome** *Chrome Plated* **10 up**

for Regular call for

**RAMCO** **10 up**

The ONLY TWO Ring Sets with RAMCO NO GAP Spiro-Seal rings